



Photo: Amber Harkins / TCL

2008 World Hockey Scores Economic Legacies

While the gold medal ultimately eluded Team Canada on the May 14 final of the 2008 IIHF World Championship, Halifax and Nova Scotia are celebrating the major economic wins of co-hosting the largest annual winter sporting event in the world.

"From the Latvian spirit for sport in cheering until the very end, to hosting high-profile sports legends and Canadian leaders, Halifax was infused with an energy, spirit and optimism that only major events can generate," says Trade Centre Limited CEO Fred MacGillivray, who chaired the event.

Prime Minister Stephen Harper was among the avid hockey fans who took in the high-calibre action during the Team Canada versus Finland game on May 12 at the Halifax Metro Centre. "Halifax did an outstanding job of hosting the IIHF World Championship and is certainly a model for future hosts," Mr. Harper wrote in a letter thanking Events Halifax and the TCL team.

International visitors and players from all of the participating teams enjoyed our famous Maritime hospitality. "I don't think there could have been a better city than Halifax to host this (2008 IIHF World Championship)," Team Canada forward Rick Nash told the Chronicle-Herald.

Indeed, the lasting memories for both visitors and residents alike feel just as significant as the wide-reaching economic impacts:

- 203,925 people attended the Halifax portion of the 2008 IIHF World Hockey Championship.
- Approximately 12,000 hotel room nights were booked directly for this event.
- Visitor, capital and operational spending generated an estimated \$22.3 million in economic activity in the province.
- More than 120 jobs were created which will generate an expected \$6.2 million in wages and salaries for Nova Scotia.
- 602 volunteers each signed up for 50-plus hours of service for this event.
- Taxes supported by the event are estimated to total \$3.39 million.
- The 2008 IIHF World Hockey Championship was televised live in 25 countries to an estimated worldwide viewership of over 560 million.

The event's success is thanks in part to Trade Centre Limited's unique events hosting model, in which all complementary business units play a role. Events Halifax compiled the hosting bid and had a direct role in the planning and daily operations of the event, while Ticket Atlantic sold the seating packages, Halifax Metro Centre provided the arena, the World Trade and Convention Centre hosted support staff, media and Fan Fest events along with the 1976 Canada Cup Alumni gala, and the World Trade Centre Atlantic Canada engaged trade partners from participating countries in business development initiatives.

May marked the very first time that the World Championship was hosted in Canada in the IIHF's 100-year history. Partnership funding with the City of Halifax, Province of Nova Scotia and the federal government through ACOA, as well as private sector sponsorship, made this event possible.



Photo: Amber Harkins / TCL



Photo: Jukka Rautio / HHOF-IIHF Images

Halifax bids on World Juniors

In mid-June, the Events Halifax team presented its bid to co-host the 2010 IIHF World Junior Hockey Championship with partners in Moncton, New Brunswick. MacGillivray thinks the odds of winning the bid are stacked in Halifax's favour. "We are an event-ready city with engaged partners and seasoned volunteers that are the backbone of these events," he says.

In 2003, Halifax broke all previous records for attendance and revenue for the World Juniors when 242,173 spectators turned out for the games, creating a \$20-million economic impact for the city and province. This time, Halifax/Moncton is up against Winnipeg/Brandon and Saskatoon/Regina. The decision is expected before the end of July.



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CHEF'S CORNER

Nova Scotia Wines are ready for their close-up

Trade Centre Limited's executive chef, Christophe Luzeux, will be among the local culinary talent showcased on the internationally televised food and wine show, "Hollywood and Vines." Luzeux spoke with celebrity hosts Jason Priestley and Terry David Mulligan about Nova Scotia's culinary landscape, and prepared the gourmet picnic baskets the duo enjoyed while touring the province's wine country.

"We interview celebrities and locals and give viewers a whole different perspective on food, wine and travel," said Priestley, while making on-air visits to Halifax's morning radio shows with TCL communications manager Barb Stegemann. "We know the coverage will intrigue people around the world with Nova Scotia."

Trade Centre Limited was among eight partners — including Nova Scotia Come to Life, the Department of Tourism, Culture and Heritage, Destination Halifax and Delta Hotels — who cooperated to host the film crew. The Nova Scotia episode will air in January 2009 on Super Channel.



Sport tourism is a \$2.5-billion industry in Canada, and Events Halifax is working to ensure Nova Scotia gets a piece of that action by promoting the province as a premier host for high-profile sporting events.

The EH! team, in partnership with Destination Halifax and other Canadian sport tourism organizations, recently participated in the 2008 SportAccord Conference in Athens, Greece as part of a Team Canada mission.

This annual international convention brings together representatives from 100 international sports federations and the International Olympic Committee executive board, with sponsors, bidding and host cities, architects, sports lawyers, broadcasters, games organizing committees,

rights holders and other specialists to discuss the key issues facing the sports industry.

Participating in SportAccord offered Events Halifax a powerful networking environment in which to build relationships, exchange knowledge and develop ideas. By attracting and connecting with the right people and businesses, the organization is helping to develop the major event sector in Nova Scotia and make sporting events success stories.



Hospitality Ahoy



Photo: Steve Farmer

for Clipper Crews

Crews participating in the Clipper 07-08 Round the World Yacht Race savoured a taste of Nova Scotia's world-renowned hospitality during their visit June 8-16.

"After being showered with kindness and warmth, rivers of beer and an abundance of food, we were ready to set off again... [but] sad to leave Halifax," wrote Jay Martin, a sailor on the Westeraustralia2011.com yacht, on the team's Crew Blog. Martin is among 180 crew members from 27

countries who enjoyed a full slate of activities during a port visit he called one of his favourites.

In fact, Nova Scotia won the unofficial award for best stopover "by a country mile," according to crew member JC, aboard the Nova Scotia.

The yachts are crewed by non-professional sailors from all walks of life, led by professional skippers and sponsored by territories around the world. Ten international teams include nine Canadians aboard the

Nova Scotia-sponsored vessel.

Organized by TCL's Events Halifax division, the Nova Scotia stopover was the twelfth of 14 port visits on the race's 65,000-kilometre circum-navigational route, which began in Liverpool, UK, last September and will finish there on July 5.

"For the past nine months, we've had a yacht... branded with novascotia.com racing around the world and promoting Nova Scotia," says the province's Minister of Tourism, Culture and Heritage, Bill Dooks. This kind of exposure — a global audience of more than 200 million people and a projected \$8-million media value — is invaluable to driving tourism and business development opportunities to the province.

Minister Dooks sailed onboard the Nova Scotia from Halifax to Sydney for the special Democracy 250 Cup, before the yachts departed Canada

for Cork, Ireland on June 16 in the event's penultimate leg.

The week-long visit offers a lasting impact over and above the \$4 million it will inject into the province's economy. Four Nova Scotians have already signed up to crew for the 2009-10 Clipper Race with another

20 expressing serious interest. And the Events Halifax team is negotiating the possibility of hosting a stopover during that race, as well as the 2010 Atlantic Ocean Sprint, with partnerships from major national and multi-national corporations.

Check out full event details and race standings online at www.clipperroundtheworld.com, and be sure to tune in this fall to Outdoor Life Network to see Ed Robertson of Barenaked Ladies on board the Nova Scotia from Cork to Liverpool in segments of his show, "Ed's Up."



Photo: Steve Farmer

FITTskills Upcoming Courses

Throughout the year the World Trade Centre Atlantic Canada (WTCAC) delivers courses in international trade in conjunction with the Forum for International Trade Training (FITT). FITT is the only organization in Canada to accredit a professional designation to international trade practitioners, the CITP (Certified International Trade Professional). It is the highest level of professional accreditation available to international business and trade professionals in Canada. The following courses are upcoming at the World Trade and Convention Centre:

July 10–11, 2008 **Legal Aspects of International Trade**

International trade law is a complex topic that can directly affect success in international trade. Legal Aspects of International Trade will give you a management perspective and awareness of the international legal implications of expansion into the global marketplace. Course facilitated by Leroy Lowe.

September 18–19, 2008 **International Trade Management**

The emergence of a global economy challenges traditional assumptions about management. International Trade Management offers techniques to manage international activities effectively and to develop a competitive advantage. Course facilitated by Leroy Lowe.

October 23–24, 2008 **Global Entrepreneurship**

As global trade barriers are lifted, Canadian companies must learn to compete in the international arena. Global Entrepreneurship reviews the fundamentals of international trade. Course facilitated by Barrie Reid.

For more information or to register for one of these courses, please contact Sandy Gordon at (902) 421-1302 ext. 231; by email at sgordon@tradecentrelimited.com or visit www.wtcac.com.



TCL is taking strides to minimize our impact on the environment. Among the many green solutions we have recently implemented — new water-conserving fixtures, energy-efficient lighting, composting and organics programs — we are also happy to announce that future issues of TCL's LINK will be produced exclusively in electronic format.

Feedback from our community stakeholders is so important to us, and we appreciate your partnership in helping us conserve paper.

To ensure you continue to receive all the latest event news from Trade Centre Limited via e-mail, please sign up for the LINK e-newsletter on the homepage of our website at www.tradecentrelimited.com.

You can also download a list of our environmental initiatives at wtchalifax.com.



Youth Export Mentoring Program

Are you a young entrepreneur who's interested in achieving more success earlier in your career? If you want to export your product or increase your current export sales, and if you have an interest in travel and learning about other business cultures, then the Youth Export Mentoring Program can help.

The World Trade Centre Atlantic Canada (WTCAC) is coordinating an intensive new program that's tailored to business owners and senior decision-makers who are 35 years old or younger.

By participating in the 14-month program you will:

- grow your business by building new relationships and making sales in a new market
- develop concrete business skills through 60 hours of mentoring and training with an experienced consultant
- understand and experience all the steps to succeed as an exporter



For more information on the program, please contact Bill Aasvagen at baasvagen@tradecentrelimited.com or 421-1302 Ext. 277.



Under a brilliant blue sky on June 9, more than 150 golfers rubbed shoulders with 30 local celebrities on the links at Granite Springs, when the Halifax Metro Centre hosted its annual Play with the Stars golf tournament in support of the Learning Disabilities Association of Nova Scotia (LDANS).

"Play with the Stars is near and dear to the hearts of all Metro Centre staff," says Scott Ferguson, TCL's executive vice-president. HMC has

helped to raise close to \$330,000 through the golf tournament's ten years. "All monies raised go directly to supporting LDANS' programs and services, most notably the LINKS Children's Literacy Program, which continues to be a valuable resource in our community," explains Ferguson.

In the past year, the LINKS program has grown beyond Metro to include locations in Wolfville, Sydney, St. John's, Fredericton and Winnipeg. The Learning Disabilities Association of Nova Scotia is a charitable not-for-profit association providing education, programs, research and advocacy to advance the full participation of children, youth and adults with learning disabilities in Nova Scotia.



Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at TradeCentreLimited.com



August 5-13
International Foundation of Employee Benefits Services: IFEBP Canadian Annual Conference, 1050 attendees

September 9-14
Canadian Association of General Surgeons: Surgery Forum, 600 attendees

September 20-29
Bedford Institute of Oceanography: 2008 International Council for the Exploration of the Sea conference, 700 attendees

October 3
Ernest C. Manning Awards Foundation: 27th Annual Manning Innovation Awards, 300 attendees

October 6
Nova Scotia Business Inc: Geared for Growth Business Conference, 200 attendees

October 6-9
Offshore/Onshore Technologies Association of Nova Scotia: (CORE) Canadian Offshore Resources Exhibition & Conference, 400 attendees

October 14-18
Canadian Academy of Audiology: Annual Convention, 450 attendees

October 20-26
Certified General Accountants of Nova Scotia: Annual Conference, 200 attendees

October 23
Halifax Chamber of Commerce: Business to Business Expo, 600 attendees

October 30
Nova Scotia Nature Trust: 11th Annual Dinner and Silent Auction, 500 attendees

November 3-7
The Institute of Chartered Accountants of Nova Scotia: Professional Development week, 200 attendees

November 5
Halifax Chamber of Commerce: Fall Dinner, 1000 attendees

November 6
Ryan Wellness Inc: Health Wellness Conference, 300 attendees

November 27-30
Mental Health Foundation of Nova Scotia: Festival of Trees, 850 attendees

November 30-December 3
Tourism Industry Association of Nova Scotia: Annual Conference, 600 attendees

December 10
Phoenix Youth Programs: The Nutcracker Luncheon, 300 attendees



August 23
Halifax Antique Car Show 2008, 500 attendees

August 30-September 1
Atlantic Terrier Association: 15th Biennial Group Four Terrier Specialty Show, 200 attendees

August 30-September 1
Halifax Kennel Club Dog Show, 600 attendees

September 4-7
Rock Event Management: Giant Flea Market, 15,000 attendees

September 11
The Piano House: piano sale, 100 attendees

September 16-20
Carroll Pontiac Buick GMC: car sale

September 26-28
PacaFiesta, 750 attendees

September 30-October 6
Master Promotions: Nova Scotia Fall Ideal Home Show 2008, 15,000 attendees



July 1-8
Royal Nova Scotia International Tattoo

August 2
Backstreet Boys in concert

August 10
Avril Lavigne in concert

August 21
Simple Plan in concert

September 22
NHL Exhibition Game: Montreal Canadiens vs. Boston Bruins

September 25
NHL Exhibition Game: Detroit Red Wings vs. Boston Bruins

September 19, 20, 28
Halifax Mooseheads home games

October 1
Blue Man Group

October 3, 5, 9, 10, 23, 24, 30
Halifax Mooseheads home games

October 12
Carrie Underwood in concert

October 17
Alice Cooper in concert

October 18
Thomas the Tank Engine

October 19
Lenny Kravitz in concert

November 2, 6, 8, 25, 30
Halifax Mooseheads home games

November 7
Feist in concert

December 6, 7, 13, 30
Halifax Mooseheads home games

For More Information Contact:
Marketing Department
Tel: (902) 421-1302 ext. 183

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