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Olympic schmooze paid off big, says mayor

Gregor Robertson announces five deals worth \$62M already signed

By MATT KIELTYKA, 24 HOURS

Lower Mainland mayors claim that wining and dining business leaders during an Olympic schmooze campaign has paid off big.

Sixty days in the \$1.5 million Metro Vancouver Commerce program, Vancouver Mayor Gregor Robertson told media they have already exceeding their two-year goal of attracting \$50 million into the local economy.

In fact, Robertson announced five deals – which he says were created or helped along by MVC – worth \$62 million have already been signed and teased bigger announcements are on the horizon.

“We’re way ahead of schedule,” said Robertson. “We’re seeing the results early out of the gate here.”

Three of the deals involve European companies (Greenlight PM, Pro-Special and EPCM) opening up North American headquarters in Vancouver, while web start-up Monetime has agreed to establish their head office in the city.

The fifth deal will see Vancouver energy management company Pulse Energy license their technology in the United Kingdom.

Details are scarce as to how the MVC money was used and which executives were treated to which Olympic events, but Monetime founder Anuj Singhal said he had a blast.

“When you’re starting a new company you want that energy and there is nothing better than the Olympics,” said Singhal, who was treated to speed skating events and the women’s gold medal hockey game. “We came and we had a fantastic week.”



Vancouver Mayor Gregor Robertson, one of the representatives of the Metro Vancouver Commerce, announces the 60-day results of its unprecedented Games-time business development collaboration involving nine Lower Mainland municipalities. (CARMINE MARINELLI, 24 HOURS)