



**Andrew Bacchus**  
**Head, Construction and Major Sports Events**



**Major Sport Events Sector**  
 ▪ Significant growth sector worldwide

	Bid Budget	Operational Budget	Infrastructure Budget
Salzburg	\$8.5m	\$965m	\$2.1bn
Sochi	\$27.5m	\$1.5bn	\$8.8bn
Pyeongchang	\$35.2m	\$1.3bn	\$7.1bn
Chicago	\$49m		
Madrid	\$40.4m		
Rio	\$42m		
Tokyo	\$48m		


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**Major Sports Events Sector**

- The role of UK Trade & Investment
- Major Sports Events Sector
- Market/Event Opportunities
- Sources of Information

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**Major Sports Events Sector**

- Catalyst for additional infrastructure
- Broad and diverse sector with no single trade association representing it
- Scope for UKTI to 'add value'


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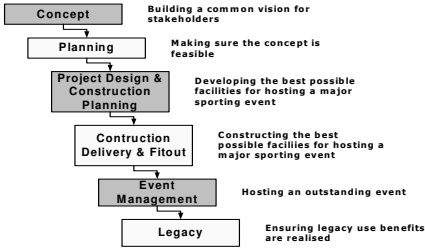
**UKTI - Who are we ?**

- Central Government – jointly resourced by Department for Business, Enterprise & Regulatory Reform & Foreign and Commonwealth Office.
- A joined-up network across the UK and through over 246 diplomatic posts worldwide.
- A clear brand, supporting UK exporters of products and services.
- 16 Sector Teams

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**The Project Journey**



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<b>Concept</b>	Legacy Planning; Legal; Security; Project Finance; Stakeholders; Insurance etc
<b>Planning</b>	Feasibility; Sponsorship; Bid Preparation; Branding; Tourism; Transportation; Risk assessment; Environmental Impact etc
<b>Project Design &amp; Construction Planning</b>	Architecture; Project Management; Engineering; Health & Safety; Cost control; Materials selection; Security Planning etc

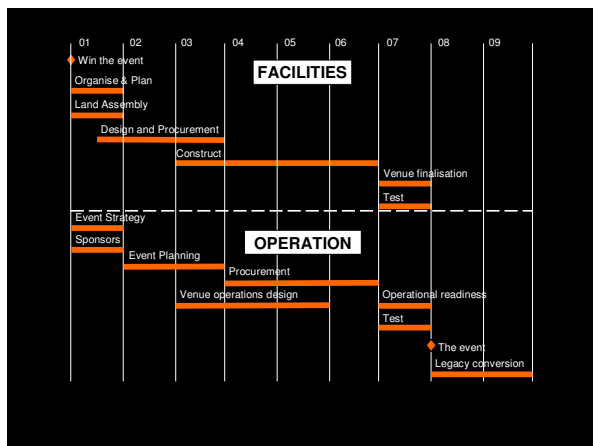
## The Markets Require...

- Skills
- Products
- Advice & Consultancy
- Partnering / Knowledge Transfer
- Track Record

<b>Construction Delivery &amp; Fitout</b>	Materials; Building Services; Construction Management; Control Systems; Surfacing etc
<b>Event Management</b>	HR; Education; TV; Waste management; Temporary Overlay; Catering; Event Management; IT; Ticketing; Security; etc
<b>Legacy</b>	Facilities Management; Conferences; Exhibitions; & Concerts. Business, Social and Sports Legacy.

## Competition

- USA
- France
- Germany
- Australia
- .....



## What Does UK Offer?

- Well developed Sports sector
- Football
- Home of world-class 'iconic' events
- 2002 and 2014 Commonwealth Games
- 2012 Olympic Games



UK TRADE & INVESTMENT	
<p><b>Doha Asian Games 06</b></p> <p><b>Branding and Signage</b>  <b>Media &amp; Public Relations Strategy</b>  <b>Host broadcaster</b>  <b>Broadcast facilities</b>  <b>Stadia Seating</b>  <b>Design of roof for main stadium</b>  <b>Games brochure and newsletter</b>  <b>Anti-doping services</b>  <b>Temporary kitchens</b>  <b>Running of Media Centre</b>  <b>Interpreting services</b>  <b>Freighting services</b>  <b>Chemical detection equipment</b>  <b>Large Format Screens</b></p>	<p><b>Beijing Olympics 08</b></p> <p><b>temporary power systems</b>  <b>base metals for the medals</b>  <b>stadia design/engineering</b>  <b>risk consultancy</b>  <b>roses for Olympic Village</b>  <b>temporary kitchens</b>  <b>design of eventing course</b>  <b>temporary seating</b>  <b>air quality monitoring eq</b>  <b>communications consultancy</b>  <b>corporate hospitality</b>  <b>design of media centre</b>  <b>original bid consultancy</b></p>
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UK TRADE & INVESTMENT			
<b>Chicago</b>			
<ul style="list-style-type: none"> <li><b>Venues to be built, permanent</b></li> <li>Athletics 80,000</li> <li>Rowing, Canoe-Kayak 20,000</li> <li>Swimming 20,000</li> <li>Diving 10,000</li> <li>Synchronized Swimming 5,000</li> <li>Water Polo 5,000</li> <li>Running, Riding 15,000</li> <li>Canoe-Kayak Slalom 14,000</li> </ul>	<b>Seating Capacity</b> 80,000 20,000 20,000 10,000 5,000 5,000 15,000 14,000	<b>Start Date</b> May 2013 Oct 2013 May 2012   Apr 2014 May 2014	<b>End Date</b> Mar 2015 Aug 2015 June 2015   May 2015 Jul 2015
<ul style="list-style-type: none"> <li><b>Venues to be built, temporary</b></li> <li>Archery 8,000</li> <li>Rifle and Pistol 2,000</li> <li>Shotgun 1,800</li> <li>Sailing N/A</li> <li>Hockey 15,000 / 5,000</li> <li>Volleyball (Beach) 20,000</li> <li>Cycling (BMX) 10,000</li> <li>Cycling (Track) 5,000</li> <li>Triathlon 5,000</li> <li>Cycling (Mountain bike) 8,000</li> <li>Cycling (Road) 5,000 / Unlimited</li> <li>Tennis 10000 / 5,000 / 2,000</li> </ul>	<b>Seating Capacity</b> 8,000 2,000 1,800 N/A 15,000 / 5,000 20,000 10,000 5,000 5,000 8,000 5,000 / Unlimited 10000 / 5,000 / 2,000	<b>Start Date</b> Apr 2016 Jul 2014  May 2016 Feb 2016 Sep 2015 Sep 2015 Mar 2015 May 2016 May 2016 Feb 2015	<b>End Date</b> Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016 Jul 2016
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UK TRADE & INVESTMENT	
<b>Key Opportunities</b>	
<ul style="list-style-type: none"> <li>China</li> <li>India</li> <li>S. Africa</li> <li>Singapore</li> <li>Vancouver</li> <li>Ind/Pak/Sri L/Bang</li> <li>Shenzhen, China</li> <li>Poland/Ukraine</li> <li>Incheon, South Korea</li> <li>Brazil</li> <li>Sochi</li> <li>Chicago/Madrid/Rio/Tokyo</li> </ul>	<ul style="list-style-type: none"> <li>Asian Games 2010</li> <li>Commonwealth Games 2010</li> <li>Football World Cup 2010</li> <li>Olympic Youth Games 2010</li> <li>Winter Olympics 2010</li> <li>Cricket World Cup 2011</li> <li>World Student Games 2011</li> <li>Euro 2012</li> <li>Asian Games 2014</li> <li>Football World Cup 2014</li> <li>Winter Olympics 2014</li> <li>Summer Olympics 2016</li> </ul>
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UK TRADE & INVESTMENT			
<b>Madrid</b>			
<ul style="list-style-type: none"> <li><b>Existing venues, works required</b></li> <li>Athletics 70,000</li> <li>Swimming 12,000</li> <li>Diving 6,000</li> <li>Water polo 12,000</li> <li>Synchronized Swimming 5,000</li> <li>Tennis - centre court 12,000</li> <li>Tennis - court 1 5,000</li> <li>Tennis - court 2 3,000</li> <li>Tennis - court 3 to 9 250</li> <li>Equestrian 12,000</li> <li>Football (Preliminaries) 23,000</li> <li>Football (Preliminaries) 20,500</li> <li>Sailing 250</li> </ul>	<b>Seating Capacity</b> 70,000 12,000 6,000 12,000 5,000 12,000 5,000 3,000 250 12,000 23,000 20,500 250	<b>Start Date</b> 2009       2008 2005 2012 2008	<b>End Date</b> 2013 2010 2010 2010 2009 2009 2009 2010 2010 2013 2009
<ul style="list-style-type: none"> <li><b>Venues to be built, permanent</b></li> <li>Basketball 20,000</li> <li>Volleyball 15,000</li> <li>Cycling (BMX) 5,000</li> <li>Canoe-Kayak 10,000</li> <li>Gymnastics (Artistic / Trampoline) 12,000 / 12,000</li> <li>Shooting (Disc and Skeeet) 3,000</li> <li>Shooting (Target) 3,000</li> <li>Cycling (Track) 5,000</li> <li>Hockey (Pitch 1 / Pitch 2) 10,000 / 5,000</li> <li>Rowing 12,000</li> <li>Canoe-Kayak (Slalom) 8,000</li> </ul>	<b>Seating Capacity</b> 20,000 15,000 5,000 10,000 12,000 / 12,000 3,000 3,000 5,000 10,000 / 5,000 12,000 8,000	<b>Start Date</b> 2008 2010 2009 2010 2010 2011 2012 2011 2013 2011 2011	<b>End Date</b> 2010 2012 2010 2012 2015 2013 2013 2014 2014 2013 2013 2013
<ul style="list-style-type: none"> <li><b>Venues to be built, temporary</b></li> <li>Beach Volley 12,000</li> <li>Cycling (Road) 1,000</li> </ul>	<b>Seating Capacity</b> 12,000 1,000	<b>Start Date</b> 2015 2015	<b>End Date</b> 2016 2016
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<b>2016 Olympic Bids - Venues</b>				
	<b>Chicago</b>	<b>Madrid</b>	<b>Rio</b>	<b>Tokyo</b>
<b>Total Venues</b>	27	30	34	31
<b>Existing</b>	11	18(7)	19(6)	21(4)
<b>Planned Permanent</b>	5	10	11	5
<b>Planned Temporary</b>	11	2	4	5
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UK TRADE & INVESTMENT			
<b>Rio de Janeiro</b>			
<ul style="list-style-type: none"> <li><b>Existing venues, works required</b></li> <li>Equestrian 12,000</li> <li>Rowing, Canoe-Kayak 12,000</li> <li>Athletics 60,000</li> <li>Cycling (Track) 5,000</li> <li>Aquatics 12,000/5,000</li> <li>Sailing 2,000</li> </ul>	<b>Seating Capacity</b> 12,000 12,000 60,000 5,000 12,000/5,000 2,000	<b>Start Date</b> 2010 2014 2014 2014 2014 2014	<b>End Date</b> 2011 2015 2015 2015 2015 2015
<ul style="list-style-type: none"> <li><b>Venues to be built, permanent</b></li> <li>Basketball 8,000</li> <li>Jude, Wrestling 8,000</li> <li>Fencing 4,000</li> <li>Handball 10,000</li> <li>Aquatics (Water polo) 5,000</li> <li>Hockey 10,000 / 5,000</li> <li>Modern Pentathlon 5,000</li> <li>Tennis 10,000 / 5,000 / 3,000 / 250</li> <li>Cycling (Mountain bike) 2,000</li> <li>Canoe-Kayak (Slalom) 8,000</li> <li>Cycling (BMX) 5,000</li> </ul>	<b>Seating Capacity</b> 8,000 8,000 4,000 10,000 5,000 10,000 / 5,000 5,000 10,000 / 5,000 / 3,000 / 250 2,000 8,000 5,000	<b>Start Date</b> 2009 2009 2009 2009 2009 2009 2013 2013 2013	<b>End Date</b> 2011 2011 2011 2011 2011 2011 2014 2015 2015 2015
<ul style="list-style-type: none"> <li><b>Venues to be built, temporary</b></li> <li>Volleyball (Beach) 12,000</li> <li>Swimming Marathon, Triathlon 2,500</li> <li>Athletics (Race walk), Cycling (Road) 2,000</li> <li>Archery (Preliminaries) 2,000</li> </ul>	<b>Seating Capacity</b> 12,000 2,500 2,000 2,000	<b>Start Date</b> 2015 2015 2015	<b>End Date</b> 2016 2016 2016
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## Tokyo

Existing venues, works required	Seating Capacity	Start Date	End Date
Tennis	10,000 / 5,000 / 3,000	01/10/2014	30/09/2015
Judo, Wrestling	11,000	01/06/2014	31/05/2015
Basketball, Gymnastics	15,000	01/06/2012	31/05/2015
Badminton	5,000		
Hockey	10,000 / 5,000	01/09/2014	31/05/2015
Venues to be built, permanent	Seating Capacity	Start Date	End Date
Athletics, Football	100,000	01/06/2012	31/05/2015
Volleyball	15,000	01/12/2013	30/11/2015
Rowing, Canoe-Kayak, Aquatics	12,000	01/06/2012	31/05/2015
Canoe-Kayak (Slalom)	8,000	01/12/2013	31/05/2015
Sailing	250	01/06/2011	31/05/2014
Venues to be built, temporary	Seating Capacity	Start Date	End Date
Triathlon	2,500	01/06/2015	30/11/2015
Beach Volleyball	12,000	01/06/2014	31/05/2015
Cycling (Road)	1,000	01/12/2014	31/05/2015
Equestrian (Cross-country)	12,000	01/06/2014	31/05/2015
Cycling (Mountain bike)	2,000	01/06/2014	31/05/2015
Cycling (BMX)	5,000		

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## Key Sources of Information

- Specialist e-mail Alert Providers**
  - www.sportbusiness.com
  - www.sportcal.com
  - www.aroundtherings.com
  - www.insidethegames.com
  - www.gamesbids.com
- Trade Conferences/Exhibitions**
  - SportAccord
  - SportBusiness (numerous)
  - Stadia & Arena
  - Stadium Revenue Summit
  - Leaders In Football
  - Soccerex
  - Sports Event Management
  - Sports Security Summit
  - Rugby Expo

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## Potential Future Bid Cities

### 2018 Winter Olympics

- Almaty, Kazakhstan
- Anancy, France
- Borjomi-Bakuriani, Georgia
- Bukovel, Ukraine
- Denver, USA
- Gap, France
- Geneva, Switzerland
- Grenoble, France
- Harbin, China
- Munich, Germany
- PyeongChang, South Korea
- Reno/Tahoe, USA
- Salt Lake City, USA
- Sofia, Bulgaria
- Tromsø, Norway

### 2020 Summer Olympics

- Birmingham, USA
- Budapest, Hungary
- Busan, South Korea
- Cape Town, South Africa
- Durban, South Africa
- Delhi, India
- Mexico
- Milan, Italy
- Rome, Italy
- St. Paul/Minneapolis, USA
- St. Petersburg, Russia
- Taiwan

- Confirmed World Cup 2018 Bids**
- England, Australia, Qatar, Russia
  - Belgium/Netherlands/Luxembourg
  - Portugal/Spain

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## Delivery Mechanisms

- Website** www.uktradeinvest.gov.uk  
www.sportsprojects.uktradeinvest.gov.uk
- Exhibitions**
- Inward/Outward Missions**
- Roadshows and Seminars**
- Networking**
- Showcasing Brochures**
- Database**
- Government 2 Government**
- Short Term Business Attachment**



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## Key Sources of Information

- Event Website**
  - www.vancouver2010.com
  - www.cwgdelhi2010.org
  - www.sochi2014.com
  - www.rio2016.org
  - www.chicago2016.org
  - www.madrid2016.es
  - www.tokyo2016.or.jp
- Trade Media**
  - SportBusiness International (www.sportbusiness.com)
  - Pan Stadia (www.ukipme.com)
  - Stadia (www.panstadia.com)
  - Sports Cities & Venues (www.pa-sport.com)
  - Stadia & Arena Management (www.sam.uk.com)

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www.sportsprojects.uktradeinvest.gov.uk

The screenshot shows the website interface with a navigation bar at the top containing 'Home', 'About us', 'Sector overview', 'Company directory', 'Sector information', and 'Contact us'. Below the navigation bar, there is a 'PARTNERSHIP AND EXCELLENCE IN GLOBAL SPORT' banner with a 'WELCOME' message. The main content area features a 'PROJECT JOURNEY' section and a 'COMPANIES SEARCH' section. The 'WELCOME' message states: 'Welcome to the UK Trade & Investment Major Sports Events Team and the UK Government. Since 2008, dedicated teams have been working to help companies large and small get involved in opportunities of major sports events via trade missions.' The 'UPDATE YOUR COMPANY PROFILE' section includes a 'Go' button and a 'Forgot your password?' link. The 'PROJECT JOURNEY' section describes the process from initial concept to delivery, and the 'COMPANIES SEARCH' section includes a search bar and a 'Go' button.

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### **UKTI Sports Sector Team Contact Details**

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