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## **Northwest businesses invited to discover London 2012 opportunities**

Businesses in England's Northwest can now find out how they can get involved in the 2012 Olympic Games and Paralympic Games, thanks to a brand new business service.

The facility, which can be accessed via [www.london2012.com/business](http://www.london2012.com/business), contains a whole host of useful information ranging from procurement policy to tender opportunities, as well as a free service allowing businesses to register their interest in finding out about new Games opportunities. Companies who register their interest will receive an automatic update from London 2012 with key announcements and other key areas of progress.

**Peter Mearns, Director of Marketing at the NWDA**, highlighted the importance of the new service for businesses in the Northwest:

**“In England’s Northwest, we are working hard to develop structures to support the delivery of London 2012, which offers huge opportunities for businesses in the Northwest to be involved in, and benefit from, delivering and staging the Games. Last month’s 2012 Roadshow visit really gave all those in the region, particularly those working in tourism, business, culture and sport, the opportunity to see these potential benefits for themselves. The business potential for the 2012 Games could be extraordinary for the Northwest and we want to encourage as many as possible to register with the new service and become part of the London 2012 success story.”**

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### **Notes to editors**

- The Olympic Games is the world's biggest peacetime project and a huge logistical operation which will create many business opportunities. There will be 10,500 athletes competing at 31 venues across the UK in 26 different sports, 20,000 media attending, 500,000 visitors a day to Olympic venues, and nine million tickets sold. The Paralympic Games will have 20 sports, 21 competition venues, 4,000 athletes, and 2,300 officials.
- The Olympic Delivery Authority recently announced the Delivery Programme for the Olympic Park, and will be letting contracts for the delivery of the venues, transport and other infrastructure between now and 2008, with many more subcontracting opportunities also becoming available. The London Organising Committee will procure the enormous

**PRESS RELEASE**



range of goods and services required for the Games, including sports equipment, uniforms, food and drink, furnishings for venues, cars and hotel accommodation. Most of these contracts will begin in 2009 and go through to 2012 itself.

**For further information on London 2012, contact the London 2012 Organising Committee Press Office on +44 (0)203 2012 100 or the ODA Press Office on +44 (0)203 2012 700 or visit [www.london2012.com/business](http://www.london2012.com/business)**

**For further information on the NWDA please contact Rachel Ormandy, Senior Press Officer on 01925 400237 or 07810 528449 or [Rachel.Ormandy@NWDA.co.uk](mailto:Rachel.Ormandy@NWDA.co.uk)**

**For further information and to view previous press releases visit us at [www.nwda.co.uk](http://www.nwda.co.uk)**

**The Northwest Regional Development Agency (NWDA) is responsible for the sustainable economic development and regeneration of England's Northwest and has 5 key priorities: Business, Skills and Education, People and Jobs, Infrastructure and Quality of Life**