

# GRASPING THE BUSINESS OPPORTUNITY

How Scotland can benefit from the London 2012  
Olympic Games & Paralympic Games

## THE LONDON 2012 BUSINESS NETWORK IN SCOTLAND





### What is the scale of opportunity?

The London 2012 Olympic Games and Paralympic Games are just under four years away. For the first time, these two events have been planned together from the beginning and over 9 million tickets will be sold for the 26 Olympic and 20 Paralympic sports. The Games expect to attract over 20,000 press and media and in addition to providing a sporting extravaganza, the Games will also bring major social and economic benefits to the entire UK.

Although the starting gun won't be fired until 27 July 2012, the countdown has already begun. Work on the Olympic Park is underway and it is expected that 75,000 supply-chain opportunities will need to be resourced in the next four years. The breadth of opportunities is enormous, ranging from construction to engineering, manufacturing to creative, merchandising and retail.

### Who is buying?

The London 2012 Olympic Games and Paralympic Games are being delivered by two organisations, each of which will need to buy goods, works and services:

- The Olympic Delivery Authority (ODA), responsible for building the venues and infrastructure – a government-funded organisation subject to EU procurement regulations. The ODA will let the majority of the contracts for the infrastructure, transport and construction of the venues for the 2012 Games.
- The London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG), responsible for staging the Games – funded in the main by the private sector and not subject to EU procurement regulations. LOCOG will let most contracts for services to deliver and stage the Games themselves, covering goods and services from sports equipment to catering. Most of these contracts will be let from 2009 onwards.



## The London 2012 Business Network

Delivering the London 2012 Olympic Games and Paralympic Games will require the procurement of goods, works and services from an enormous range of firms. Opportunities to become part of the supply chain for London 2012 will be awarded by both the ODA and LOCOG through the Business Network.

The London 2012 Business Network is the prime mechanism to ensure that London 2012 Games - related opportunities are open to all businesses. The Business Network is an enhanced information and e-tendering service which is a free-to-use service and seeks to achieve its objectives in the following three ways:

### Information

- the provision of information on doing business with London 2012, news of specific contracts and their requirements, impending contracts and automated e-alerts

### Events

- a series of workshops and meetings informing businesses where they can meet and engage with LOCOG and the ODA

### CompeteFor

- an online 'dating agency' which acts as a brokerage service between buyers and suppliers throughout the London 2012 supply chain

The network can be accessed at [www.london2012.com/business](http://www.london2012.com/business) and is for all businesses irrespective of size, sector or origin.

## What is CompeteFor?

CompeteFor is the chosen site of London 2012 for the publication of Games-related contract opportunities. It acts as a brokerage service between buyers throughout the London 2012 supply chain and potential suppliers.

The nine English Regional Development Agencies and the three Devolved Administrations have fully funded the development and implementation of CompeteFor and it is fully supported by the ODA and LOCOG. It has been designed with public and private sector input to:

- Reflect best practice procurement trends
- Provide access to and opportunities for SMEs and hard to reach businesses
- Provide a platform sustainable beyond the Olympics

CompeteFor is the only procurement portal endorsed by the London 2012 Olympic Games and Paralympic Games and it is expected that 20% of the London 2012 supply chain opportunities will be opened up via CompeteFor.

Businesses of any size can use the CompeteFor brokerage service as a buyer or supplier of Games-related goods and services. Businesses will first need to register the basic details of their organisation which will allow them to view all opportunities and gain access to Games-related business news and events.

To apply for contracts listed on CompeteFor as a supplier, you must complete and publish a full business profile. Once your profile is published, you will also be able to track your activity and search for other suppliers with whom you may wish to partner. You will not be able to respond to available opportunities until your profile is fully published.





### How do I use CompeteFor?

The CompeteFor system can be accessed at two levels:

- Registration only: This requires the minimum level of information to gain access to opportunities. However, it will only allow you to conduct manual searches for opportunities.
- Registration and Full Business Profile: CompeteFor allows businesses to register and create their own unique Business Profile.

Once businesses have created their profiles, they are assessed as to whether they meet the 'business ready' criteria i.e. can demonstrate that they have a quality management procedure, health and safety policy and an equal opportunities policy. Once businesses meet the criteria, their profile will be shown as 'Published' and will then be visible to buyers and can be matched against opportunities.

If businesses do not meet the 'business ready' criteria, the system will advise this and, if based in Scotland, a message will be sent to the business support network of either Scottish Enterprise (for Lowland Scotland) or Highland & Islands Enterprise (for Highland Scotland). The relevant agency will then contact any such business to help identify what's needed to become 'business ready'.

## Where can I find further information?

There are a number of helpful sources for further information:

- London2012 Business Network – [www.london2012.com/business](http://www.london2012.com/business). Contains useful information on business support, events and future tendering opportunities with links to CompeteFor and a comprehensive Help section featuring full User Guide and FAQ sections.

Help, advice and support for new and growing businesses in Scotland can be accessed through:

- Business Gateway  
[www.bgateway.com](http://www.bgateway.com)  
Telephone: 0845 6096611  
E-mail: [info@bgateway.com](mailto:info@bgateway.com)
- Scottish Enterprise  
[www.scottish-enterprise.com](http://www.scottish-enterprise.com)  
Telephone: 0845 6078787  
E-mail: [enquiries@scotent.co.uk](mailto:enquiries@scotent.co.uk)
- Highlands & Islands Enterprise  
[www.hiebusiness.co.uk](http://www.hiebusiness.co.uk)  
Telephone: 01463 234171  
(or contact your Highlands and Islands Enterprise Area Office)  
Email: [hie.business@hient.co.uk](mailto:hie.business@hient.co.uk)

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