

Maximising the benefit from the London 2012 Olympic Games and Paralympic Games

**HOW TO  
GENERATE GREAT  
NEW BUSINESS**

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**RISING TO THE  
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# OPPORTUNITIES FOR YOUR BUSINESS

AS WELL AS BEING A MAJOR SPORTING SPECTACLE, THE 2012 GAMES PRESENTS BUSINESSES IN THE EAST OF ENGLAND WITH THOUSANDS OF OPPORTUNITIES TO GENERATE REVENUE THROUGH A WHOLE RANGE OF CONTRACTS.

The good news is that it is straightforward to find out about these opportunities. CompeteFor is a dedicated website which allows you to view and engage with London 2012 contracts. Just follow the steps as outlined on the opposite page.

We give you advice on how to maximise your profile, so you can be matched to suitable contracts. By going through the process you will be in the right place for London 2012 business. Also included are links to other public sector contract opportunities, which will continue to be available after the Games are over.

Please register now and make it work for you.

It is estimated that there will be 75,000 contract opportunities from the London 2012 Olympic Games and Paralympic Games. The contract opportunities will be huge with the Games requiring:

- Uniforms for volunteers (70,000)
- Translation
- Sports equipment (900,000 pieces)
- Shuttlecocks (11,500)
- Meat for the athletes (100 tonnes)
- Seats (200,000)
- Temporary buildings and tents (380,000 m2)
- Toilet paper (15,000km)
- Gold medals (300)

The opportunities for businesses in the East of England are diverse, linked to both the proximity of the region to the Olympic Park and also the two Olympic venues in the region:

- The White Water Canoeing Centre at Broxbourne
- The Mountain Biking Venue at Hadleigh Farm

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## HOW TO REGISTER

### CompeteFor

CompeteFor is a free to access website where the majority of contracts for the 2012 Games will be advertised.

CompeteFor can be found either directly using [www.eeda.org.uk/competeFor](http://www.eeda.org.uk/competeFor) or via the London 2012 Business Network [www.london2012.com/get-involved/business-network/index.php](http://www.london2012.com/get-involved/business-network/index.php) which will also provide additional information regarding future opportunities, contract awards and other useful information.

### Accessing CompeteFor

Accessing CompeteFor is a two stage process, firstly registering on the site to gain access. Secondly, businesses build a profile which will be visible to potential buyers. The process should take between 30 minutes and 1 hour. There are a number of key pieces of information needed to go on to publish a profile. These include:

### Key statements

- Equality and diversity
- Health and safety
- Total Quality Management

### Business categories

The information entered will be the basis for which you are matched to contracts. Pick all the categories that are suitable to your business. In addition to business categories, there are some construction categories which are appropriate for all businesses.

### e.g. Site-wide services – Administration

Couriers, Furniture and office equipment, Stationery, Photocopier Supply and/or Maintenance, Computers / IT supply, Telephone and Fax Equipment, Office Cleaning, Data management, Reprographics, Photography, Protective equipment / PPE.

### Other information

- Business turnover
- Insurance values
- Company and VAT registration
- Turnover
- Marketing text

Business Link can provide support if needed and can be contacted on 08457 17 16 15

## MAXIMISE YOUR PROFILE

CompeteFor acts as a dating agency between buyers and suppliers, so opportunities for success can be improved if you maximise use of your profile.

### Email contact

Make sure your email contact is appropriate, as most opportunities will need responding to quickly. If you use a generic email address that is not checked daily, you could miss out.

### Marketing Information

**What is the core capability of your organisation? (Maximum 255 characters)**

Details of any specialism, process, or quality assurance systems that distinguish you from your competitors.

**Marketing text for your organisation (maximum 600 characters)**

**What information could you provide?** Previous successes, Client type – Public sector, large contracts.

### Images

You are able to upload 3 images to your profile, possible images could be: Successful projects, Logo, Team.

## PUBLISHING

Make sure you press the 'Publish details' button after completing your profile, **20% of businesses registered don't!**

## FINDING OPPORTUNITIES

### Email alerts

This provides automated alerts of any new contract opportunities that are relevant to you. To set up email alerts, first make sure that your email alerts are switched on, then go to:

**Email alerts – Enable email alerts – Yes**

You can also search by choosing:

**Opportunity search – Advance search – Business categories**

## SUPPORT AVAILABLE

### Business Link East

([www.businesslinkeast.co.uk](http://www.businesslinkeast.co.uk))

Business Link can provide support with the publication of your CompeteFor profile and also provide workshops in a number of different areas which will enhance your opportunities to win contracts.

### Business Map

([www.bizmapeast.co.uk](http://www.bizmapeast.co.uk))

The Business Map provides easy to find information about £30 million of business support within the region listed by five different categories: operations, finance, sales, growth, environment and start up. At the heart of this business support is Business Link.

### Non-London 2012 opportunities

#### Public Sector Procurement

There are many other public sector organisations looking for goods and services, which your business may be able to provide. Some of the opportunities within the region can be found on EEDA, county councils and NHS procurement websites.

### Export

The goods and services that your business can provide for London 2012 may be suitable for the export market. UKTI ([www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)) can provide integrated support to build your business's export opportunities.

### Procurement links

#### Regional

##### EEDA

[eeda.bravosolution.co.uk/web/login.shtml](http://eeda.bravosolution.co.uk/web/login.shtml)

##### NHS East of England Collaborative

##### Procurement Hub

[www.eoecph.nhs.uk/](http://www.eoecph.nhs.uk/)

##### Counties

##### Cambridgeshire –

[www.cambridgeshire.gov.uk/business/selling/](http://www.cambridgeshire.gov.uk/business/selling/)

##### Essex – [www.essexcc.gov.uk/vip8/ecc/ECC](http://www.essexcc.gov.uk/vip8/ecc/ECC)

Website/dis/gui.jsp?channelOid=122457&guideOid=14993

##### Hertfordshire –

[www.hertsdirect.org/yourbus](http://www.hertsdirect.org/yourbus)

##### /Howbusiness/

##### Norfolk – [www.suppliers.norfolk.gov.uk/default.htm](http://www.suppliers.norfolk.gov.uk/default.htm)

##### Suffolk – [www.suffolk.gov.uk/BusinessAndConsumer/ProcurementAndTendering/Listing.htm](http://www.suffolk.gov.uk/BusinessAndConsumer/ProcurementAndTendering/Listing.htm)

##### Central Bedfordshire – [www.centralbedfordshire.gov.uk/business/tenders/default.aspx](http://www.centralbedfordshire.gov.uk/business/tenders/default.aspx)

##### London 2012 Business Network –

[www.london2012.com/get-involved/business-network/index.php](http://www.london2012.com/get-involved/business-network/index.php)

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[WWW.EEDA.ORG.UK/COMPETEFOR](http://WWW.EEDA.ORG.UK/COMPETEFOR)