

THE NORDIC OLYMPIC PROJECT

Activating the Nordics in China
at the Beijing Olympics 2022

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The Nordic Olympic Project

A project overview





The vision for the Nordic Olympic Project

To create a long-living platform for the Nordic countries and facilitate exchanges of ideas, knowledge, visions and cultures.

The Nordic Olympic Project

Taking stock and moving forward

- The COVID-19 situation will also be leaving a mark in 2021. A lot of countries are experiencing the second wave and for many companies – and countries – this situation will last until next summer.
- China is ready for the 2022 Olympics by Q1 2021; one year in advance. Leaving plenty of time to be ready for the Olympics 2022 – even if adjustments are needed.
- The global market for webinars, digital meetings and virtual expos is a maturing market with increasing need for uniqueness and positioning to stay – or become – attractive to the growing audience.
- Combining the power of the Olympics, the global COVID-19 situation and businesses urgent need for engaging in more business opportunities, we find the timing for a digital amplification of the Nordic House at Beijing 2022 ideal.
- By enabling a “digital bridge” with virtual expos, live webinars and meeting rooms, we want to shorten the distance to China and give our home markets a unique drive to engagement opportunity and an attractive place to meet up with clients and leads at the Olympics.



Growing interest in the streaming format

China shows fast growing interest in virtual streaming formats.

Primarily Chinese companies use live streaming externally.

85,2% of Chinese companies are going to use livestreaming formats more in the future. Even more important, only 14,8 % of Chinese companies are satisfied with the services that are currently available, why the market potential is enormous in the short and long term.

Data is delivered by Chinese consultant company iResearch (Airui Zixun), 2020.



Fig. 1



Fig. 2

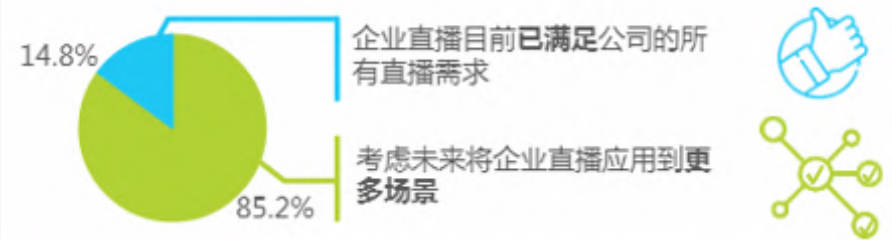


Fig 1. Showing actual usage;

1. Internal and external usage: 64,8%
2. External customer usage: 25,9%
3. Internal usage: 9,3%

Fig 2. Showing potential;

1. Companies who's B2B live streaming needs are satisfied today; 14,8%
2. Companies considering to use B2B live stream in more areas in the future; 85,2%

The Chinese live streaming market

The Chinese B2B live streaming market size and growth trajectory, 2015 to 2022.

B2B live streaming has been growing strongly – also before the pandemic. However, growth has been turbo charged in 2019/2020.

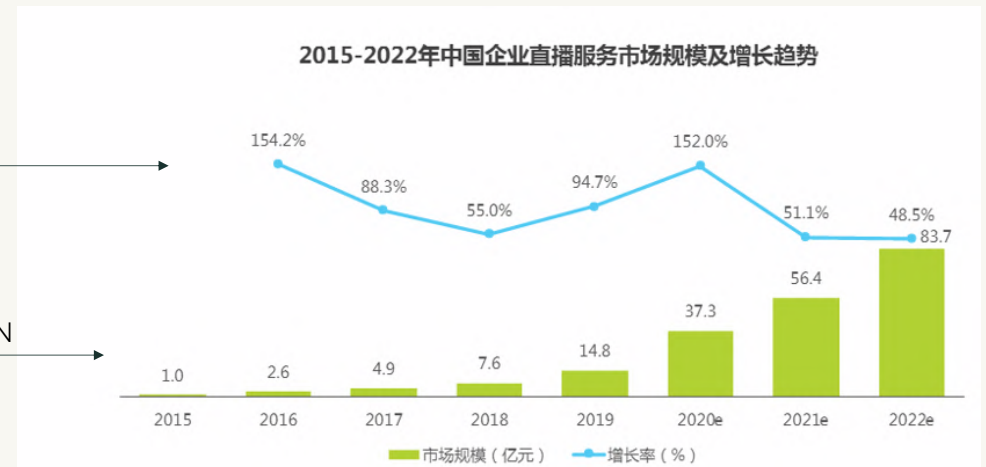
Please notice that China is not even close to the pandemic situation, we are facing in many parts of the world these days. Thus, we can consider the data above to represent a more “normal market situation” going forward.

The Chinese businesses are ready for participating and creating meetings digitally as well as physically at the 2022 Olympics.

Data is delivered by Chinese consultant company iResearch (Airui Zixun), 2020.

Top curve is annual growth

Numbers show market value in 100 mill rmb/YEN



The Nordic Olympic Project

Challenges and gains

Our ambition is to create a unique project activation with a digital amplification, delivering ROI at scale to our partners. We aim for solving five main challenges:

1. Offering businesses the opportunity to win the Olympics – and the Chinese market – before 2022. The drive to phase is key to ensure results from the investment and effort made.
2. Finding new ways to connect the large Chinese audience with our home markets and visa versa. The Nordics have an open and connected digital landscape – China have silos with limited external digital access.
3. Offering a ‘go to market’ trade solution for business organisations, including financing models for both digital amplification and live events that is ready for implementation.
4. Make unique deals and unleash potential before others. Stay ahead in the race to China by securing exclusive opportunities for the project.
5. Creating a fun and motivating Olympic project for partners, sponsors, businesses, sports organisations and suppliers – nobody can win the Olympics alone.



01

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The Nordic Olympic Project

The Nordic Olympic Project

We are creating a partnership and a long-living platform for the Nordic countries. We want to facilitate an exchange of ideas, knowledge and culture. And we want to help form bonds between people all over the world and the Nordic countries and brands that represent the values and visions, we share.

To ensure we get the impact and success, we are aiming for, we are creating a project that goes beyond the calendar days of the official Olympic program in Beijing. Ensuring we activate prior to, during and following the Olympics and Paralympics in February and March 2022.

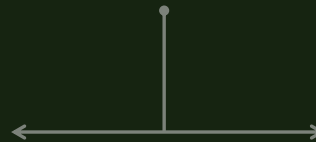
Thus, we are presenting a project with two parallel efforts – and one shared vision.

The Nordic Olympic project

Activating the Nordics at the Beijing 2022 Olympics (and potentially Paralympics)

The Digital Nordic Platform

A digital platform, activating the Nordic countries and partner brands on a digital platform with conferences, content, mini sites and much more towards the Chinese audience.



The Nordic House

A physical platform, activating the Nordic countries and partner brands in a physical setting during the Olympics and Paralympics in Beijing 2022 towards a Chinese and international audience.



Till now, the Nordics have not been able to be continuously represented at the world's major events and create a superior footprint, comparable to other big nations.

We want to change this with a joint effort in The Nordic Olympic Project.

- Jakob S. Nielsen, founder, ps. communication nordic

02

Connecting worlds

Digital amplification

Unleashing the Nordic trade potential
through Tencent Cloud partnership

Connecting worlds

Exclusive partnership

The Nordic Olympic Project has gotten a unique opportunity to become a direct partner of Tencent Cloud: owned by Tencent, the mother company of WeChat. Better known as the digital infrastructure of China.

The Nordic Olympic Project will exclusively offer a comprehensive, integrated, practical and smart digital conference & streaming system from the web to WeChat and visa versa in 2021 and 2022.

Tencent Cloud has spent 2020 expanding their virtual meeting and conference platform. The structure is based on WeChat, which ensures that Tencent Cloud is completely integrated into the WeChat ecosystem thus making it immediately accessible to virtually all Chinese.

The importance of this cannot be emphasized enough. Benefits of this partnership include:

- Being among the first with online live experiences where Chinese businesses and/or consumers meet with Nordic brands.
- Partnering with the master of Chinese digital infrastructure, Tencent speaks for itself.
- Offering Nordic businesses, a unique trade & campaign set-up at scale.



Exhibition Booth

Connecting worlds

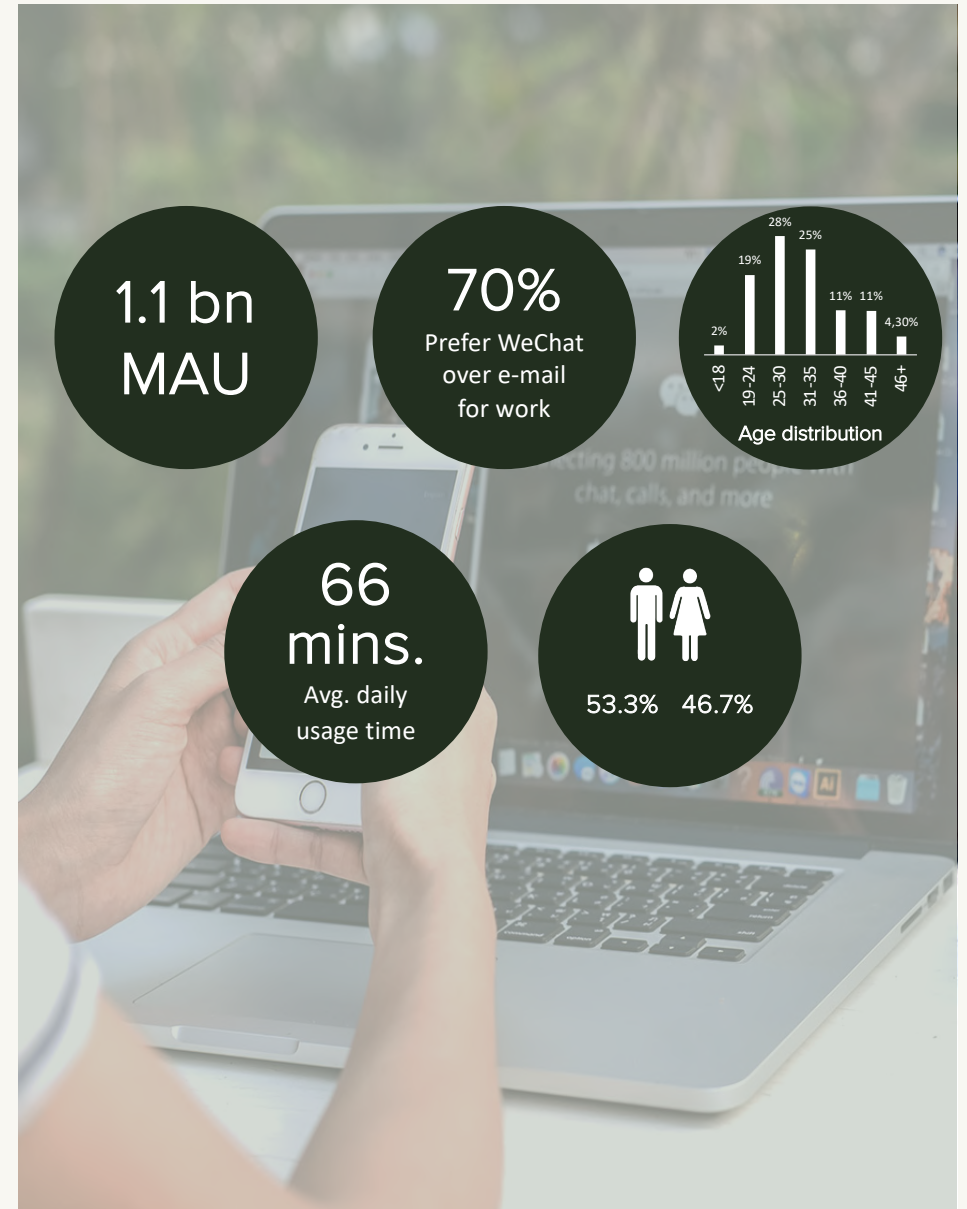
WeChat: No. 1 in China

The ubiquitous Chinese app with more than a billion users, WeChat is often called the operating system on which China runs.

Combining social contacts, e-commerce, payment, and much more, WeChat is one of the most important bricks in the Chinese market puzzle.

WeChat official accounts and Mini Programs are essential to be able to operate in the Chinese market. It is the most important touchpoint and communication channel both for B2B and B2C purposes.

WeChat's ecosystem enables you to interact with your customers and leads in a way that is unheard of in the Western world.



Connecting worlds

A comprehensive, integrated and practical digital conference system.



Live streaming, keynotes and webinars



Digital meetings



Virtual Exhibition Space



Panel Discussions

Connecting worlds

Live streaming, keynotes and webinars

Live streaming presentations is growing and maturing rapidly to reach audiences outside live events. In China this is a new feature accelerating with the COVID-19 situation and in 2021 this opportunity will appear frequently on WeChat, connecting Chinese consumers and businesses with the world.

Livestreaming is supported in over 200 countries and regions around the world and can handle tens of thousands of concurrent views, resolving the problem of limited seating at offline venues, and reducing the pain for users who aren't able to attend or travel.



Digital meetings

Tencent Cloud has designed the new services so that Chinese businesses can be matched with suppliers of interest online and book online meetings and negotiations.

Digital meetings

- Make an appointment and schedule in system
- Join meeting with password and communicate in real time

Negotiation Appointment

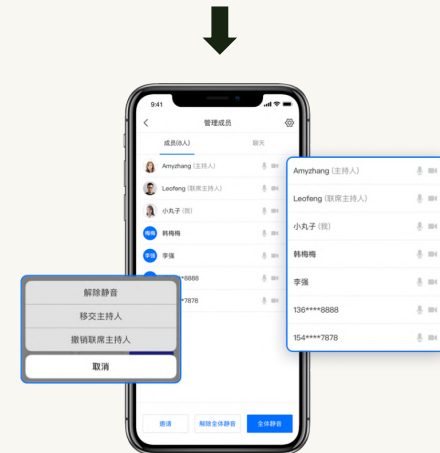
- Exhibitors and buyers can filter companies by certain conditions to make appointments with desired ones
- Check for available timeslots via the appointment calendar
- Select a suitable timeslot, send an appointment request, and submit a meeting topic and description

Business Matchmaking

- Exhibitors and buyers can view the received appointment requests in the appointment management module
- Received appointments are divided into three states: Pending Approval, Approved, and Declined
- Appointments can be approved or declined, and the system will automatically notify the matching results to both sides via SMS
- A successful match will automatically generate a meeting to be initiated in the "Meeting List"



Tencent 腾讯



Connecting worlds

Digital Exhibition Space

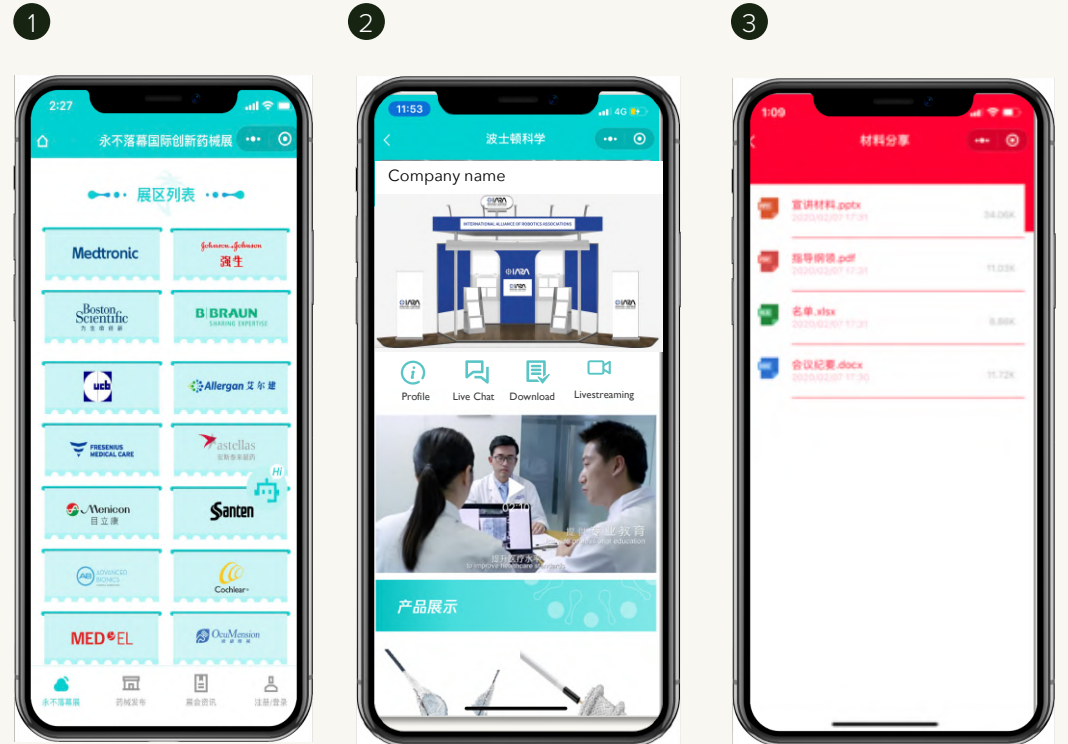
The conference platform includes the option to create an expo platform, where brands and companies can display their products and services in online booths.

The exhibitors online booths are easily available from the exhibitions WeChat Mini Program interface.

By hosting the exhibition on Tencent Cloud, the integration of the exhibition into the WeChat ecosystem is very strong.

The mock-ups display an example of:

1. Exhibitor overview
2. Online booth mock up
3. Easy sharing of information

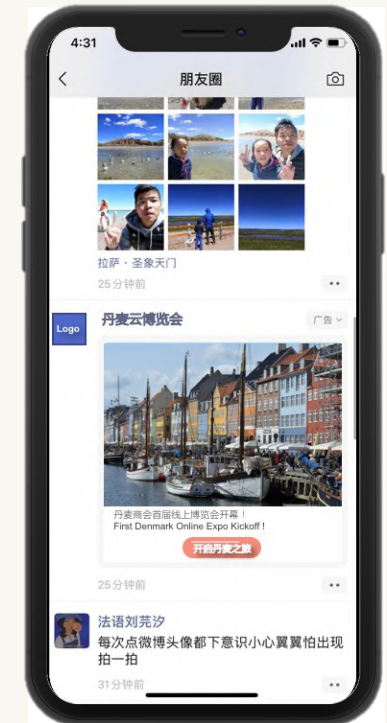


Connecting worlds

Tencent PR advantages

Working with Tencent Cloud does not only guarantee top of the line connectivity and access to China's largest platform: WeChat. It also make it possible to plug into Tencent's vast media network.

With Tencent Cloud, we get preferential media coverage and marketing assets to support the platform, enabling another level of PR results in China.



Connecting worlds

World Intelligence Congress 2020

One of the first conferences held on the Tencent Cloud conference platform, was the World Intelligence Congress.

The conference featured large-scale exhibitions, industry forums, and themed summits. It adopted Tencent Cloud's general meeting solution based on Mini Programs/HTML5 + Tencent Cloud AI.

Key features include Chinese/English page switch, congress live streaming, visitor gamification, AI chatbot, user labeling, big data analysis etc.

There is still only a few cases from the platform, as it is still being rolled out. But Tencent has run test conferences with millions of participants across China. And this case – one of the first events – also show impressive participant numbers.



Opening ceremony audience: **58 million**

Overall participants: **700 million**

“

A partnership with The Nordic Olympic Project and Tencent Cloud features a new, unique opportunity to connect directly with Chinese customers. From the web, as we know it, to WeChat, as the Chinese know it. We call this “Connecting Worlds.”

27,5 million people



The Tencent Cloud enables unlimited live engagement between The Nordics and Chinese customers online.



1,4 billion people

03

The Nordic House

Activating a physical platform
at Beijing 2022

The Nordic House, Beijing 2022

The Nordic House

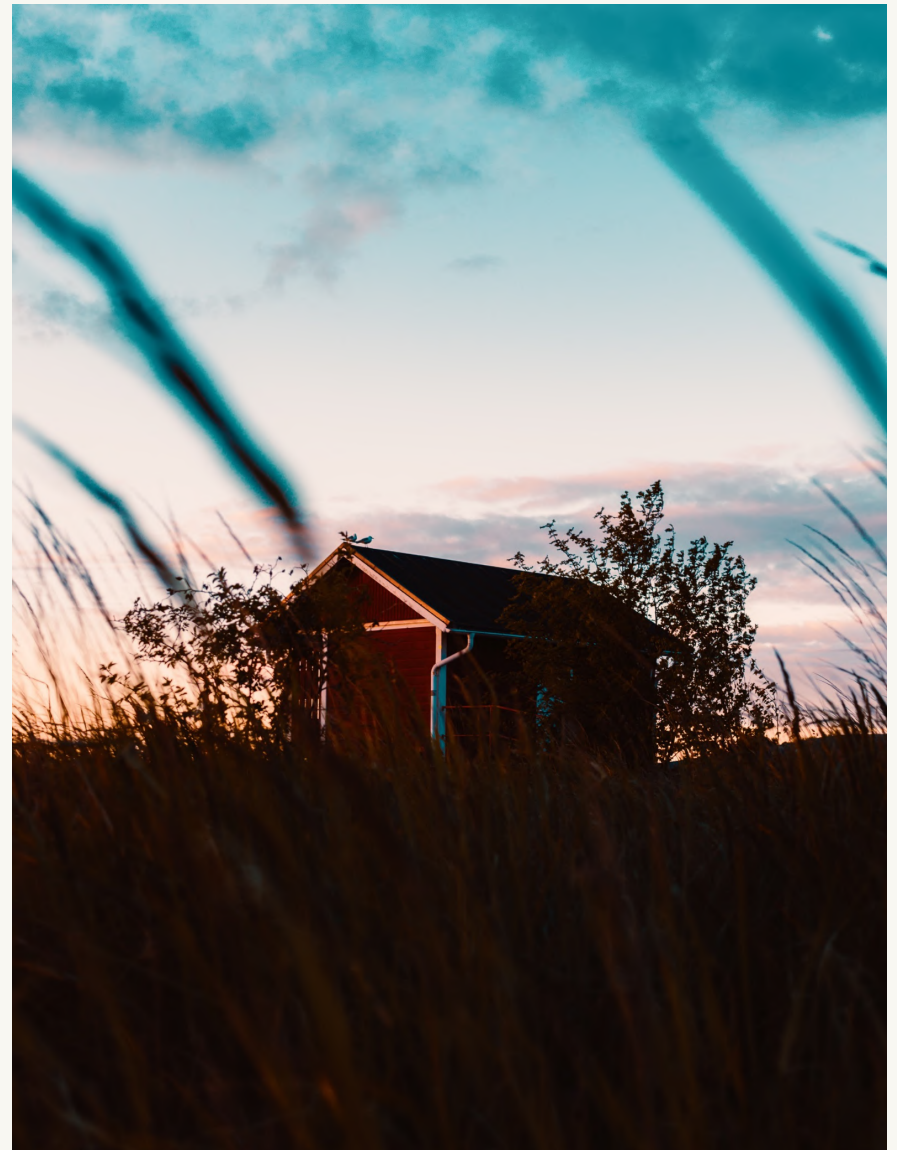
The Olympics and Paralympics is the biggest event in the world. Major nations have for decades utilized the Olympics as a business catalysator and meeting place.

The Nordic Olympic Project is introducing The Nordic House, as a strong joint Nordic commitment for the future. The physical nations house is an important brick in the project that is:

- Uniting the Nordics with great pride in an international pole position
- Hosting national Olympic organisations and their partners cross the Nordics
- Hosting broadcasting studios and journalists, sharing the Olympics with our home audience
- Facilitating true Nordic hospitality and a meeting place for businesses, governments, organisations and guests
- Bringing to live the Nordic interpretation of the Olympic spirit, the feelings of preparation, competition and victory. And dreams coming true.

At Beijing 2022, we will kick start the Nordic Olympic movement for everybody. Our leading star is to come together in Beijing, with a stunning “nations house” for the Nordics.

The journey has started.



The Nordic House, Beijing 2022

Our ambitions

- To establish a strong partnership with entrepreneurs and businesses from the Nordics
- To showcase the very best within Nordic business, sport and culture
- To engage Nordic businesses with new global markets
- To promote the Nordic countries for future tourism
- To bridge businesses, cultures and networks across borders
- To create a long-lasting platform for future global events, like Olympics and Expos



The Nordic House, Beijing 2022

A true Nordic experience

We will use our shared Nordic values as guidelines to create a true Nordic experiences at the Nordic House in Beijing. Everything – content, food and beverages, hospitality and even partners – will reflect our shared roots and culture.

Thus, we will work with guiding principles such as:

- The interior design will reflect a green and sustainable approach and Nordic minimalism, craftsmanship and quality.
- The cuisine will be of the Nordics and the food will be prepared with care for waste management and the environment.
- The events and meetings will be facilitated with respect, openness and the freedom to share your point of view.
- Create the highest quality experience to ensure that a visit to The Nordic House is a moment to remember. Thus, we will ensure to have the best staff, prime tech, a neat design experience and the best speakers and artists.



· Sustainability & Nature · Quality · Openness ·
· ‘Hygge’ · Trust · Equality · Innovation ·



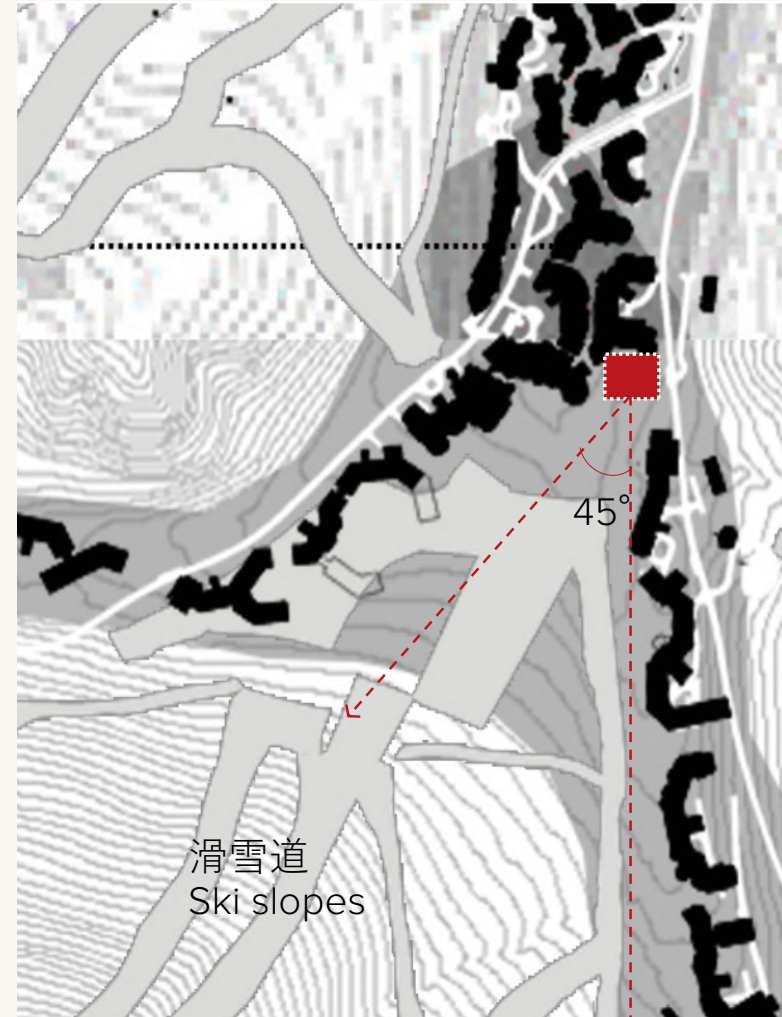
Location and venue

Thaiwoo welcomes the Winter Olympics 2022 in Beijing.

- Perfect location and best view – Thaiwoo is the center for Nordic skiing disciplines at the Olympics 2022
- The Nordic House has the best location in the area
- 45 min by express train from Beijing central station
- International standards
- Mature commercial environment
- Proactive preparation
- Recognition and resources

The venue:

- 900 M2 inclusive media center & terrace facilities
- Secured for both OL & PL
- New building – unused.
- 1 km from the train station at Thaiwoo (10 min walk)



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建筑效果 | Nordic House, Jan 2021



The Nordic House, Beijing 2022

Daily program

Events by invitation

Approx. 11:00 – 18:00

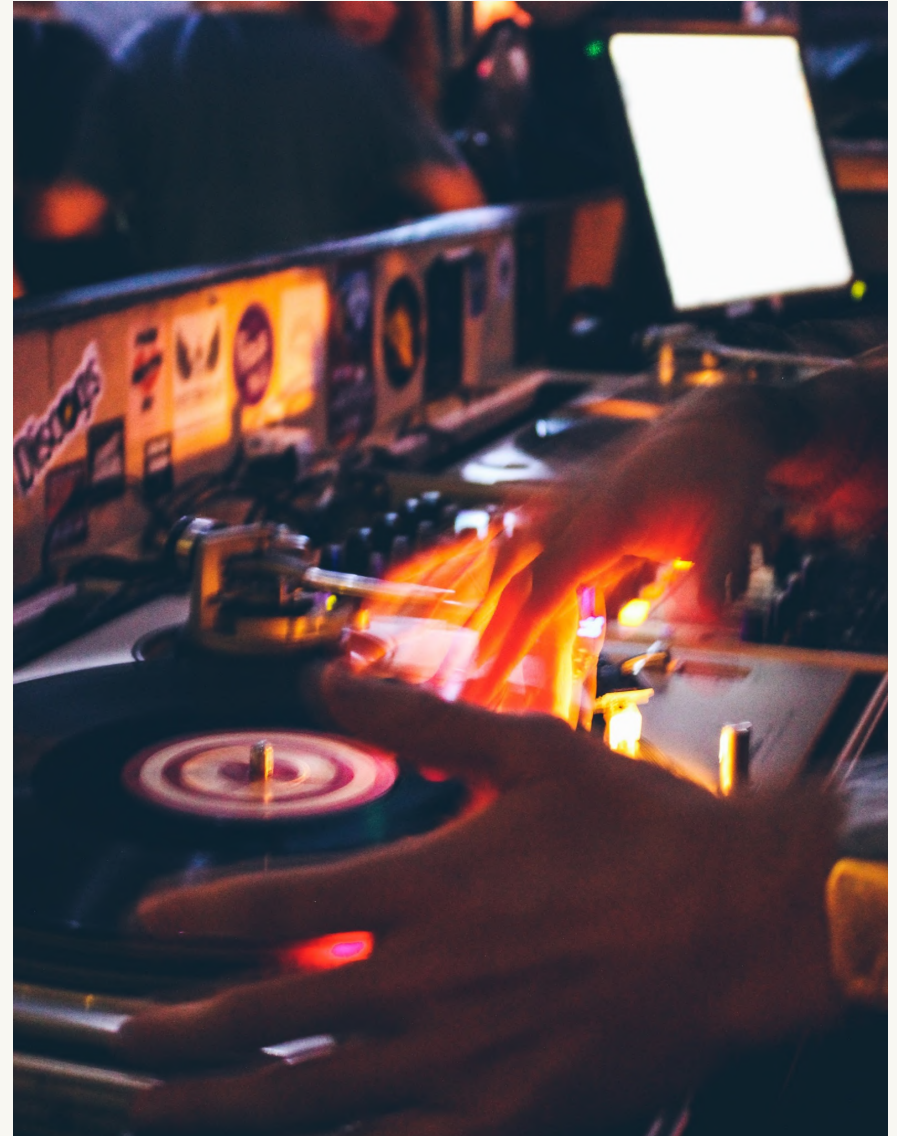
The Nordic house will operate as venue for the partners during daytime, welcoming business meetings and events, sports organisations and our media partners.

Nordic House Hospitality Program

Approx. 18:00 – 02:00

Every night, The Nordic House will deliver true Nordic experiences with the hospitality program. The program will consist of cultural content and with a feeling of Nordic hospitality and friendliness, we will welcome guests to an entertaining evening venue.

The house will be open for partners and other guests, who received or purchased hospitality tickets. Each founding partner will have 100 hospitality tickets available for each evening. The remaining tickets will be sold commercially.



Live capacity and reach

With our venue and the program suggestion, a conservative capacity suggestion looks as follows for the Olympics and Paralympics at Beijing 2022.

- Total number of event days, OL & PL: 27 days
- Business events: Daytime
 - 2 events per day
 - Up to 200 guests per event
 - 54 events in total through OL & PL
 - 10.800 B2B event guests in total through OL & PL
- Nordic House Hospitality Program: *Evening*
 - 600 guests per evening
 - 16.200 hospitality program guests through OL & PL

Further, we will have a studio in the house for broadcasting and live streaming. And we are planning 4 special events for opening and closing of OL and PL and to be able to host exhibitions, showcase concerts and other experience touch points.



27 days with up to 54 B2B events,
a daily evening program and
a total guest capacity of

27.000

National partners

The first steps towards creating a trade campaign



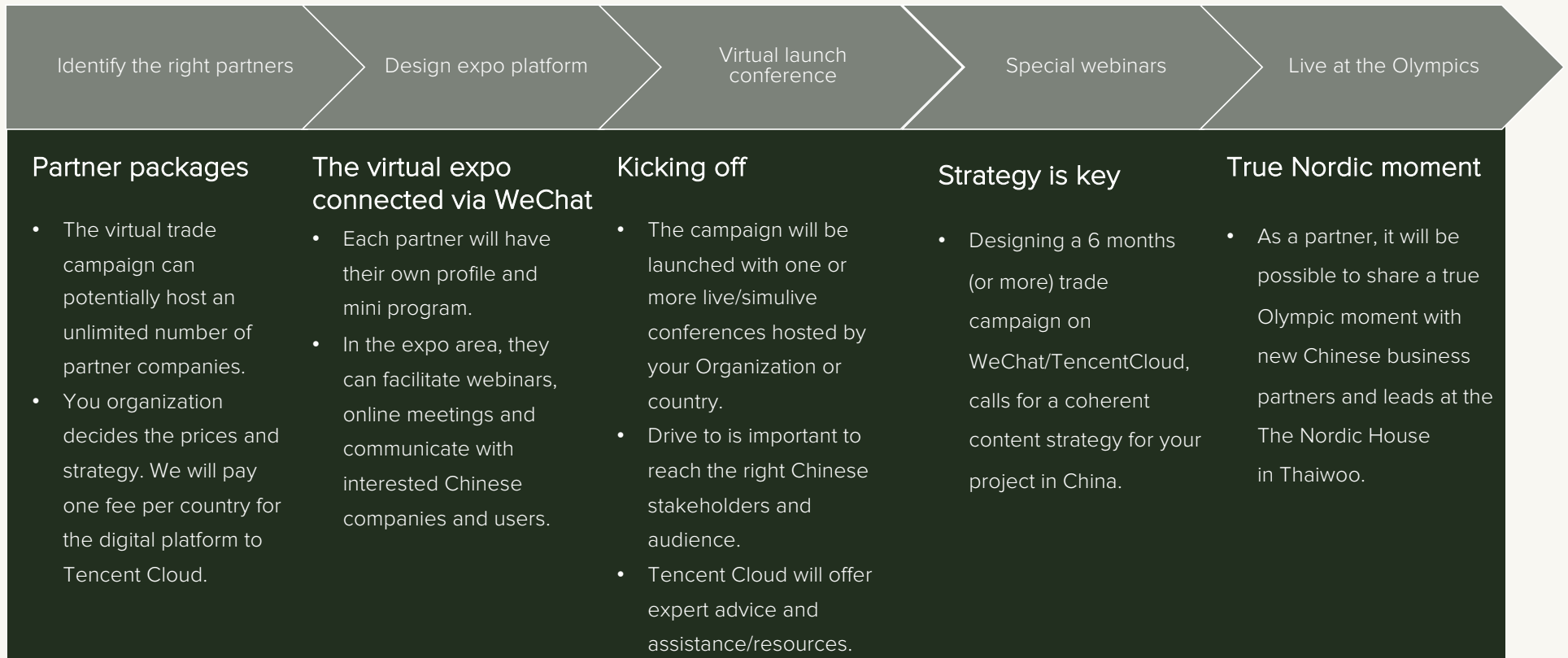


The right basis for a trade campaign.

Based on our experiences with virtual events, we are convinced that the combination of the Tencent Cloud expo, webinars and virtual matchmaking is the platform for digital amplification of The Nordic House towards B2B & B2C segments, at the Beijing Olympics.

Onboarding national partners

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Next steps

05

The Nordic Project Olympic take-off



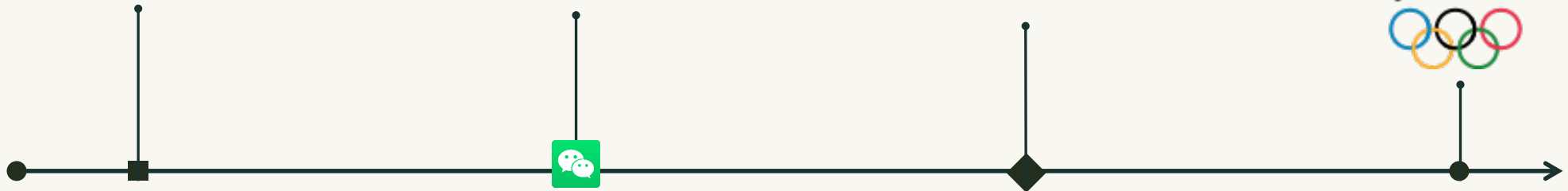
BEIJING 2022



Feb – Mar 2021
Contract signing for trade project and Olympic House.

April – May 2021
Launch of The Nordic House business trade campaign on WeChat.

September 2021
Launch event: Virtual Expo and live event. WeChat and Tencent Cloud live.



Feb – Mar 2021
Letter Of Intent signed for The Nordic Project setting the frame for our collaboration

Mar – April 2021
Partner onboarding: Project presented and introduced to companies/sponsors your organization wishes to on-board in the trade campaign / project.

April – Aug 2021
Launching companies and marketing on WeChat for the Olympic trade campaign and setting all participants up for going live virtually with Tencent Cloud.

Sep 2021 – Jan 2022
Trade campaign Expo & live streaming program starts; webinars, meetings, negotiations etc. in Tencent Cloud conference and expo solution.

Feb – March 2022
Live and online events in Thaiwoo.



Contact

06

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House board



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06

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06



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