

# C4 follows economist in world trading doc

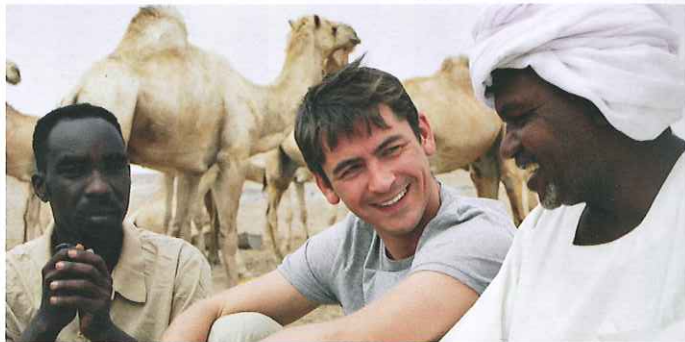
By Katherine Rushton

Channel 4 is reacting to recession gloom with a series about a City boy who travels the world trading in local goods.

The 4 x 60-minute series, *Around the World in Eighty Trades* (working title), follows economist Conor Woodman, who quits his job and sells his flat to embark on a six-month journey through "the oldest markets in the world".

Using £25,000 of profits from the sale of his home, he will barter for local goods - ranging from camels in Egypt to coffee in Kenya and frozen curries in South Africa - and ship them to other markets where he tries to sell them at a profit.

Tigress Productions, which is making the programme, said:



**Around the World in Eighty Trades: bartering for local goods**

"If Conor's hunch is right, he can embark on a round-the-world daring adventure of high-stakes economics, returning six months later with a nice, fat profit. He believes the principles of profit are universal wherever you go, whatever language you speak."

The series was ordered by Tanya Shaw, C4 commissioning editor,

specialist factual. She said: "This is an engaging, entertaining and original way to approach the traditionally dry subject of business and trading so it immediately caught my attention."

The series will be executive produced for Tigress by Dick Colthurst and is pencilled to air next year.