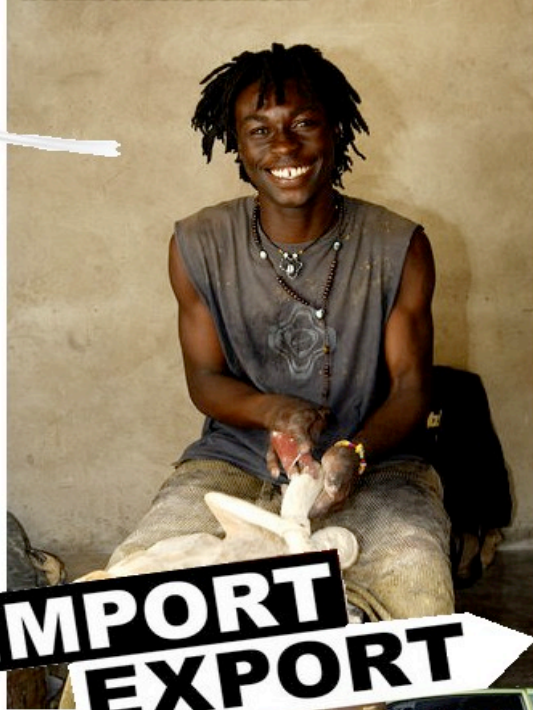


Import/Export – Helping the world one episode at a time.



Real Adventure,
Real Life,
Real Change.



**IMPORT
EXPORT**



with Bjornar Teigen, Talat Hussain, Iram Haq, Assad Siddique, Anita Uberoi, Hassan Ali Iqbal,
Kim Kolstad, Harald Lönnbro, Niklas Gundersen, Asia Begum, Akram Malik, Usha Patel,
Anne-Marie Ottersen and Tomas von Brömssen

The Need

It's a small world after all, with the speed of communication increasing at exponential rates. But in our ever globalizing world, people in the United States are not always aware of what it is really like for citizens in the developing world. The only real exposure that the average American has to the plight of the impoverished world are the pity plays and guilt trips put on by non-profit organizations, who are begging for donations on their behalf. People should understand how the rest of the world is, where the goods they buy are coming from and what goes into creating them. But it must be done in an educational and entertaining way that sparks people to want to help, rather than feeling obligated or guilty. There is also a lack of variety in travel-related entertainment, with the majority of programming focusing around food and vacation spots. This tells the people nothing about the world, other than where you can go to relax and eat well.

The Solution

Trade Media Productions will solve all of these problems by creating a series that demonstrates the supply chain of international commerce, following adventurers as they search for the perfect products and their artisans in the developing world. This journey will show the process and struggles that go along with discovery, marketability, negotiation and transportation of the good from its original creator to the final consumer. It will demonstrate the the living conditions of the artisans and explain fair trade principles or rather direct trade principles, all in a no-nonsense entertaining way. The purchased products are then offered for sale at fair trade prices, bringing in more revenue for the company and for the artisans. The show will then have follow-up segments showing the effects that consumer purchases have had on the standard of living of the artisans.

The Players

The ideal viewer/customer for this company would be a customer who either has an amount of expendable income, or one who cares about social responsibility and alleviating poverty, or ideally one that has both. This will most likely encompass a middle aged demographic, 30's to 50's, with dips down to the 20's because there is a growing concern for social and environmental responsibility among many college students. But our primary target would be the older demographic. The program would be aired on television, featured on stations such as the Travel Channel, TLC, and the History Channel. It would also be available on the web as a web series.

written and directed by Khalid Hussain produced by Egil Ødegård co-producers Mikael Othen, Peter Hiltunen, Tomas Edlissson and Qureshi Hussain
line producer Aamund Johannessen production manager Trond Gaute Lockertsen director of photography Kjell Vasdal production designer Tyne Lind Bjersvik editor Boddli Kierhagen
associate director Ulrik Isenhardt Raftum composer Øyvind Brønnegren sound engineer Renate Bakke
post-production Soundfactory AS produced by Filmhuset Produksjoner AS in co-production with Zentropa Entertainment AS, Busico Film AB, Film i Väst and Deel Film
with the support of Norwegian Film Fund, Nordic Film & TV Fund and Eurimages
world sales Trust Film Sales ApS

