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Let's Do Business

Most people associate the economy with incomprehensible terms and mechanisms, faceless protagonists and soulless numbers. But luckily that's only half the story: **Let's Do Business** shines an entertaining light on a world beyond high finance and the stock market, illuminating the lives of regular people earning a living in highly unusual ways. The series provides interesting snapshots of the social context and innovative nature of individual working lives.

01 Pigeon Post – A Bird Guru in China

Heinz Willi Ritz is viewed in China as a carrier-pigeon guru. For many years now, the German breeder, who is in his seventies, has been exporting his birds and his know-how to a market that's assuming astonishing dimensions. The traditional European sport of pigeon racing has become a fashionable leisure pursuit for China's wealthy upper class.

02 The Poinsettia – A Globalised Plant

The poinsettia is a houseplant that's popular all over the world. More than 100 million are sold every year in Europe alone. But few people realize that by the time the plants reach the shops, they have been on a very long journey. They start out at a genetic engineering lab in Germany, are transported to Uganda for cultivation on a poinsettia farm, and are then brought back to Europe – in a globalised work process carried out by a diverse range of people.

03 The Furniture Makers – The Lasting Appeal of a Traditional Product

The German company Thonet is one of the world's most famous furniture makers. It was founded 190 years ago and has been producing its famous coffee-house chair for 150 years. It has made more than 70 million so far. There aren't many industrial products that have been on the market for a century and a half!

04 Miniature Tourist Attraction – Souvenirs from China

Cologne Cathedral in Germany is a veritable tourist magnet and one of the best-known Gothic cathedrals in the world. You can buy a miniature version of this great building in the form of a souvenir snow globe – a top selling product made mostly by hand in China.

05 Hip and Cool – The Colorful World of Stephan Koziol

Stephan Koziol is one of the world's top designers. His eye-catchingly colorful lifestyle and home products are popular all over the globe, and sell particularly well in Asia. Every object his company produces has received his personal creative attention. With Stephan Koziol's keen sense of style and fashion, success is virtually guaranteed.

06 Lucrative Natural Bounty – Mushroom Hunters in the US **HD**

Once a year hundreds of mushroom hunters descend on the US state of Oregon to collect matsutake mushrooms – some are said to have made a fortune doing this. The hunting forays through the forests start at a huge tent camp, which also serves as a market place. A fascinating insight into an economic microcosmos.