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*CanadExport* is Canada's official source of news and advice on trade, export and investment opportunities around the world, for entrepreneurs who want to compete, partner and prosper in the global marketplace.

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## Trade News

June 5, 2007

### Canadian products win on U.K.'s "The Apprentice"

Canadian products were showcased in a recent episode of the BBC's hit show "The Apprentice," in which young business hopefuls compete each week to win a six-figure job with U.K. multimillionaire Sir Alan Sugar.

Over 5 million tuned in to watch the teams compete to sell international goods to U.K. retailers.

"The victory of Team Stealth, which was selling the Canadian goods, is testimony not only to the creativity of the group but also to the high marketability of innovative Canadian goods and the proud reputation that Canada enjoys abroad," says Michelle Gartland, a trade commissioner with the Canadian High Commission in London.

The task required contestants to choose to sell products from one of five countries: Australia, Canada, Singapore, South Africa or Sweden.

Canada's products were pitched on air to the teams by Gartland, who successfully convinced Team Stealth to choose Canadian goods. The trade commissioner is responsible for a range of industry sectors, including consumer products, medical devices and environmental technologies.



The Canadian products featured in the programme were: **Sole**, a heat-mouldable insole for a variety of footwear; **Litebook**, a portable light therapy solution for Seasonal Affective Disorder (SAD), jet lag and sleeping disorders; and **Area Rug In A Box**, an area rug which comes in self-assembly sections and which can be mixed and matched for choice of style and size.

The Canadian High Commission provides a variety of services to Canadian exporters to help them develop their business in the UK. In addition, the High Commission assists British companies interested in establishing a business in Canada.

**For more information**, go to [www.london.gc.ca](http://www.london.gc.ca).



**The Canadian products** on the U.K.'s "The Apprentice," from top: a heat-mouldable sole; Litebook, a light therapy product; and a self-assemble rug

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