CORPORATE

Strategy and Glamour Take the Stage at Bata’s First Global Forum

The picturesque town of Stresa on the shores of Lake Maggiore in Italy, last week played host to the global Bata Forum 2016. The first edition of the event, which involved all the companies, provided the opportunity for CEO Alexis Nasard to present the new strategy that will guide the Group over the next four years, and for key senior managers to provide a clear indication of the road that lies ahead.
Strategy and Glamour Take the Stage at Bata's First Global Forum

More than 140 participants were welcomed to the spectacular Grand Hotel des Iles Borromees, the location for the event, on the evening of November 16, with a casual welcome cocktail. This was an occasion for those present to socialize and discuss new plans and opportunities with colleagues from around the world.

The following morning, Nasard opened the forum by presenting the Strategic Agenda for the next four years, providing a precise, timely indication of the Group’s vision. Following this, CFO Alberto Toni highlighted the Group’s financial goals for the period and executives made presentations on the pillars of the Strategic Agenda.

Speaking about the event, Nasard explained: “The Forum is a critical platform to bring the company’s key leaders together, and to discuss the strategic, operational and organizational agenda of Bata. Beyond this, having a forum where our people can network and spend quality time together is key for cultural cohesion and organizational morale.”

The day's final presentation was given by Chief People Officer Davide Zornetta, who illustrated the Group's future HR agenda, along with the results of the Employee Engagement Survey, where he highlighted the key findings from the report.

After the meeting, all the participants were invited to a glamorous gala dinner where tuxedos, glitter, sumptuous dishes, inspiring speeches, awards and dancing made the evening a night to remember.

Thomas G. Bata, Christine Schmidt and Group Chairman Chris Kirk took part in the event, reinforcing the company's forward-thinking approach with two powerful speeches.

The winners of the 2016 edition of the Bata Awards were then announced amid heartfelt applause and congratulations. Michael Wyatt assumed the role of master of ceremonies for the evening, and all the winners from the three categories of Retail, Product and Marketing were present to collect their awards.

Nasard, commenting on the events of the evening, stated: “The gala dinner is a great opportunity to host the Bata Awards, so we can all learn about the good work happening around the company, and to have a bit of glamour and fun at the end of the year. We need to inspire the people of Bata, so they in turn can inspire consumers around the world.”

During the gala, Christine Schmidt illustrated her project regarding the importance and foundations of the Bata Values, and Thomas G. Bata took to the stage to thank those present for helping to make the name Bata great throughout the world with a rousing speech.

At the end of the evening, there was a surprise catwalk show, organized by Thomas A. Bata, in order to demonstrate exactly what is meant by “Bring the Swagger,” by showcasing the new collection.

The Bata Forum 2016 concluded on November 18, with a morning full of workshops on the themes of marketing, product, retail and human resources.

Nasard then closed the event with a summary of the key points covered, and participants left the Bata Forum energized and focused on the tasks at hand, and with a clear idea of their objectives for the next four years.

Concluding the proceedings, Nasard added: “I want to one more time express my deep gratitude to the organizing team for a top-notch event. The Forum should be a reflection of the standards of discipline, execution and attention to detail we should all strive for in everything we do.”
INTERVIEWS

Q & A with Jan Jansik

Jan Jansik is branch manager for Bata Slovakia, having joined the company eight months ago after working in similar roles for other fashion retailers. He recently spoke to Bata World News about his new position and about the current situation in Slovakia.

What made you decide to join Bata?

The decision to join Bata was for me very simple, because it is an honor to be a part of this famous family company, whose roots go back to our past.

What is a typical day like for you as branch manager?

My typical day starts with setting opportunities for the day. I continue with reports and my daily agenda. Slovakia is a small country, with small distances, so I perform store visits each day. I drive one day a week into the office in the Czech Republic to take part in sales meetings.

What are your biggest challenges, and how do you overcome them?

The last five years have been crazy in the market. The development of footwear competitors has brought us new challenges. My whole project means “Refreshing Slovakia.” Slovaks were served with the same strategies as Czechs, and my task is also to find differences and then transform them across all areas.

What sales trends have been affecting Slovakia recently?

In Slovakia, shopping streets don’t exist anymore. All the business is focused on shopping malls or retail parks. In terms of these changes, all competitors are very close. The reason for this competitive struggle is that Slovak people are more sensitive to price reductions. The smallest local dealers are moving from offline to online.

Are there any products that are particularly successful in the region?

We are leaders in dress shoes, especially men’s leather dress shoes, and women’s high heels.

What is the best piece of advice you have ever received about your job?

I learned that saying “thank you” costs nothing but has immense value. For me it is an important tool for motivating sales staff. Give thanks for a little and you’ll find a lot.

Which of the Bata Core Values would you say best describes your management style?

“Be Bold.” Because the world of retail is changing very quickly, so you have to be able to take decisions or risk. Customer requirements are also changing rapidly. We are living in the age of social networks. What was “in” yesterday is “out” today.

Finally, how would you like to see Bata develop its store offerings in the next year and beyond?

I’d like to see customers come to us to buy Bata, not only shoes.
To consumers entering Bata stores, each employee they see is a brand ambassador. With this in mind, the global Bata the Brand office has launched a uniform to communicate a clear message to consumers around the world about the brand.

Asking employees to wear distinctive uniforms in company colors goes a long way in making an impression. Uniforms identify sales assistants and managers as people who are associated with a company and its products, and they help to brand the company by distinguishing it from the competition. Consistency in employee appearance can make a positive impact on customers and contribute to projecting the corporate image.

Bata World News asked Marcos Canovas, global brand manager at Bata, his opinion of the uniform. “A few years back, a national survey conducted by J.D. Power for the textile services industry found that customers are more inclined to do business with employees who wear uniforms because they stood out as professionals and were seen as being more competent and knowledgeable. Those survey results hold true today and can translate into real bottom line benefits for those companies choosing a consistent managed uniform program for their employees.”

The new look of Bata staff aims to make sales assistants coherently part of our image strategy. By giving them a style boost, Bata is creating brand ambassadors who can engage customers and create a more powerful experience for them.

The different components of the uniform are the result of the global Bata the Brand team’s collaboration with the regional teams in Italy, Latam and China.

The uniform is inspired by the company’s historical shoemaking roots, blended with aspiration to Bata’s future as branded footwear leaders. It incorporates a shoemaker’s apron with trendy clothes – including socks that provide a pop of color! – and sneakers. Although conservative, Bata customers are looking to be surprised and feel cool, thus the new Bata look is born.

The pdf below illustrates the uniform in detail. For more information or a copy of the manual, contact Bata the Brand via Tiago Solca.
ENTER THE BATA FORUM PHOTO CONTEST

The first Bata Forum was held over two days in mid-November, during which the ExCo engaged with key senior managers to discuss Bata’s strategic, operational, and organizational agenda. We want to give a complete picture of this historic event, so if you were there, send Bata World News your photos...

So much happened. Did you take a great candid photo? Can you show Bata people an ExCo member during a relaxed or charged moment?

What about the unique atmosphere of Stresa, Italy? Do you have a photo that says it all? The renowned Lake Maggiore? The regal trappings of the town and islands, or the literary ones of the famed Grand Hotel des Iles Borromees?

And we want to show readers the mood of the participants. What were the heightened emotions when the winners of the Bata Awards were finally announced? Show us the intensity of the discussions and presentations about Bata’s road map to the future, and how people let it all go during down time.

Your colleagues want to see what a special experience forming the new tradition of the Bata Forum was, so flaunt your photography and videographer skills! Send your photos to bwn@bata.com. We will publish the best ones in Bata World News and contact the winners so you can tell everyone about your photo souvenir.
Winners of Bata Awards 2016 Announced at Bata Forum in Italy

After announcing the nine finalists in the Bata Awards 2016 back in early October, Bata’s Executive Committee revealed the three winning teams at a gala dinner on November 17, which took place during the Bata Forum in Stresa, Italy.

Master of ceremonies for the evening was Michael Wyatt, country manager of Bata Australia and New Zealand, and the winners in each category were all present at the event to receive their awards in person, and enjoy the fruits of their hard work.

The categories for this year’s Bata Awards were Retail, Product and Marketing, and all nine entries were praised for the leadership and creativity they displayed. However, only one project could be chosen in each category, making the decision very difficult for the judges.

In the Product category, the award was given to the Magnetico project by Ben Isa Muhammad from Bata Indonesia. Magnetico is an innovative school-shoe concept that features a magnetic fastening system, and which has sold almost 40,000 pairs this year alone. The award for this category was announced by Group Heritage Director Charles Pignal and Jean Zeng, country manager of Bata China. In addition, Muhammad received a prize of a trip to Milan, Italy, to participate in the MICAM International Footwear Fair in February, 2017.

In the Retail category, the award went to the team from Bata Kenya, made up of James Githae Ngambi, project leader and retail sales manager; Hilary Kinyua Kaigi, distribution coordinator; and Agnes Mbesa Murila, merchandising manager, for their Umiliki project. “Umiliki” means “ownership” in Swahili, and the aim of the project was to make store team members feel as though the store they worked in was their own, helping them achieve and exceed estimates.

The award was presented by Claudio Alessi, country manager of Bata Colombia, and Linet Kiguru, country manager of Bata Malawi, and the team’s prize will be a trip to New York, USA, to take part in the National Retail Federation’s Big Show in January, 2017.

The award for the best entry in the Marketing category was given to the team from Bata Colombia for their Andrea Serna campaign. The campaign involved working with Andrea Serna, one of Colombia’s best-loved television personalities, to help add glamour to the brand’s image in the country, and better connect with its customers.

The team, which was formed of Juan Carlos Erazo, Nestor Restrepo, Angela Zuluaga and Natalia Arias, received their award from Martin Dorotik, country manager of Central Europe, and Monica Mier, country manager of Bata Peru. Their prize for their efforts is a trip to Cannes, France, to the Cannes Lions 2017 International Advertising Festival, in June, 2017.
Competition Reaches Halfway Point in Bata Retail Run 2016

In the second edition of the Bata Retail Run 2016, participants are stepping up their efforts all around the world as they pass the midpoint of the race. The stakes are getting higher and all contestants are determined to accumulate as many points as possible to finish top of the rankings.

Store teams and district managers in every region across the globe are putting in extra effort in order to make up positions, and those at the front are looking over their shoulders trying to maintain their place in the lead. With such incredible prizes on offer, it is no wonder that there is so much excitement. The competition ends on December 31 so the time to make your push for victory is now. Get to the front before it's too late!

Remember that the winning store team and district manager in each country will receive one month’s salary, and the store teams finishing in second and third place will also receive prizes of two weeks’ salary and one week’s salary respectively. In addition, the grand prize for the overall winning store team and district manager is an incredible two months’ salary.

Don't forget that you can still win an extra 10 points per week for your team by signing up more customers to the Bata Club program. Along with the extra 10 points, your team will also be rewarded with a special team dinner to give you a chance to celebrate your good work.

What is your team doing to increase your chances of victory? Bata World News would like to hear from teams around the world, to report on your successes throughout the contest. Write to us at bwn@bata.com, telling us about your initiatives, and remember to send us your photos of your team as they race to the finish line.
BCP Czech Republic Volunteers Treat Orphans to Educational Trip

The three-day trip was held in September, and the group, consisting of six children from the orphanage and BCP volunteers Zuzana Klejnova and Frantisek Vondrak, visited the city of Ostrava. Their first stop was the technical museum of the Tatra car company in Koprivnice, where the group learned about the world-renowned Tatra car company. After this, they went to Landek Park to visit an exhibition about miners, which included an authentic journey down the pit to see the miners’ workplace.

On the second day, the children were brought to Ostrava’s Science and Technology Center, which features a wide range of attractions that demonstrate the laws of physics, weather processes and the functions of the human body in a specific and child-friendly way. The group’s second stop was Ostrava Planetarium, where they saw constellation and planets from the solar system, as well as a film about the most important star – the Sun. The film explained the Sun’s life cycle and its power and impact on the planets and on life on Earth.

The final day of the trip saw the group travel to the town of Roznov pod Radhostem about 50 kilometers away, where they had a chance to go to a swimming pool before returning home to Liptal. All the children were tremendously excited to have spent three days discovering new places and learning a great deal of interesting and educational information.

Speaking after the visit, Klejnova commented: “I always like to see children interested in new information and being integrated into society, but it is not always easy. As many of those in children’s homes face physical and psychological obstacles, communicating and taking care of them can be very difficult. You get to see their fears, limits and specific difficulties. Some situations are somewhat critical and require specialized medical expertise. All of this makes me consider my work a little bit differently.”
The U.S. edition of the Huffington Post is ranked by Alexa as the 153rd most-visited website in the world and the 31st most popular in the U.S. The site published an article by Pat Johnson about her visit to the museum.

The self-described “museum aficionado” – who says her mission is to combine her passion for travel and culture with stories of women supporting their local economies – was bowled over by the Bata Shoe Museum.

“My ‘ah ha’ moment came when the curator, Elizabeth Semmelhack, offered to show members of our little entourage the basement of the building where the collection has been artfully catalogued and shelved,” Johnson writes.

“This was possibly the most engaging display of thousands of artifacts organized in colorful archival storage I had ever seen. I ogled flamboyant slippers from the tombs of Egyptian Pharaohs to Elton John’s glittering platforms. Their spectacular large collection of Inuit and other tribal footwear from the Arctic was especially stunning.”

The article notes the founding of the museum by “Sonja Bata, whose family established Bata brand shoes in Europe (marketed and sold all over the world),” and the museum’s status as the world’s “largest and most prominent museum of footwear.”

Read the full article [here](#).
A Tribute to Dedication from Bata Sri Lanka

On Nov. 8, Bata Sri Lanka organized a Long Service Award Ceremony for a special group of workers. The company’s employee retention is a testament to its place as a “second home” for many on the team.

These Bata people are an important asset for the company and its performance, and in Sri Lanka those who have been on staff for over half of their lifetimes are considered an ace up the sleeve. So it was time to officially acknowledge and pay respects to these people.

The guest of honor at the Long Service Award Ceremony was the inspector of police of headquarters at the Mount Lavinia station, B.A.R. Pushpakumara. He joined Amitav Nandy, country manager of Bata Sri Lanka, at company headquarters for the occasion.

Six outstanding employees were recognized for their loyal service of over 25 years. Each was awarded cash and gift vouchers, and the management expressed heartfelt gratitude and appreciation for their contributions over the years.

Nandy gave his sincere thanks to the employees, saying they have contributed immensely to the development of the organization. He also mentioned that such employees are fine examples for the rest of the team.

Bata Sri Lanka always appreciates the service of employees and invests in motivating them. The company will make sure to do its part to create a positive, pleasant working environment for employees to provide effective and efficient service.
CORPORATE

Bata Bangladesh Wins Best Brand Award for Fourth Consecutive Year

On November 19, Bata Bangladesh received the best brand award in the footwear category of the eighth edition of the Best Brand Awards. This is an annual event organized by the Bangladesh Brand Forum in partnership with brand research company Kantar Millward Brown, and in association with The Daily S...

The awards ceremony was held at the Hotel Le Meridien in the country’s capital, Dhaka, and Subrata Dutta, head of human resources, and Jalil Ahamed Chowdhury, supply chain manager, received the award on behalf of Bata Bangladesh.

Also present at the event were distinguished business leaders, government officials and journalists, along with other senior officials from Bata Bangladesh. The award-giving ceremony received extensive coverage in both print and electronic media, bringing pride to all of the company’s staff.

The objective of the Best Brand Awards is to demonstrate that brands are an integral part of an organization, and in many cases are the single most valuable assets. The event thus recognizes the success of the Bangladesh business community, and highlights their achievements in brand building.

The Best Brand Awards event honors the leading brands in Bangladesh across 33 categories, based on a nationwide survey carried out by Kantar Millward Brown. The approach of this research was completely quantitative, taking the form of face-to-face, pen-and-paper interviews. These were conducted, following a structured questionnaire, among randomly selected respondents.

Speaking about the award, Chitpan Kanhasiri, country manager of Bata Bangladesh, commented: “This award proves that the people of Bangladesh believe in Bata and love this brand very much. At the same time this award gives us the inspiration to keep up the spirit of consistent innovation and zeal of improved customer service.”