BATA wins “Crystal Shoe”



At the annual “Shoecon 1996” conference held in Italy, BATA, Sri Lanka literally walked away with the “Crystal Shoe” award for “Dramatic improvement in the Shoeline and Retail Operation while forming “A Very Motivated Team”. This convention is attended by Bata Shoe Companies around the world. This honour is not just to BATA Sri Lanka, but also an acknowledgement of the high standard of Sri Lankan craftsmanship while adding quality and dependability to our products in the global market. Sri Lanka’s markets includes Italy, Canada, Singapore, Middle East, Fiji and Australia. Further, in keeping with the latest “Keep Sri Lanka Clean” campaign, Bata’s stress on being environmental friendly is evident in the recycling procedure at their factory.

The Sri Lanka Bata Team was represented by GL Zanacco, former Managing Director, Reaz Sulaiman, Retail Sales Manager, and Lylie de Silva, Product Development Manager.