

# Bata Africa President Alberto Errico doubles up as Bata South Africa's Country Manager

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## *Leading with innovation and age-old values*

In the wake of global footwear giant, Bata, celebrating 125 years of designing and manufacturing the world's leading shoes with the same integrity and age old values: the Bata Africa President, Alberto Errico, will be expanding his wings to fulfill the role of Bata SA Country Manager, alongside his Bata Africa Presidency.



Errico is considered to be an expert in the African footwear market, bringing with him a wealth of 22 years of footwear experience, including a previous role as the Country Manager for Kenya. Bata has benefitted from his innovative ideas that have driven business and improved growth throughout the African continent. His modernisation of manufacturing processes has given Bata an advantage over competitors.

As a graduate in Economics with post degree qualifications, in Marketing Management and Consumer Markets, Errico has specialised experience in management, marketing and retailing. He has led national and international organisations in Italy and the Asia Pacific, from 1996 until he moved to Kenya as Bata Managing Director, in 2013. He serves on the Board of Directors in the African Bata Companies and will be based in Bata SA's head office in Durban.

Driven to engage in meaningful relationships with all of Bata's business partners, Errico ensures that the end consumer is always put first. He gauges success on everyone winning, ensuring both parties benefit with mutually rewarding business objectives, trust and accountability. His priorities, for the coming year, are; consumer relationships - where insights can be gained; technology and innovation - through new products; and brand building, taking the legacy of Bata to new heights.

Errico is highly invested in staff at Bata, valuing their role in pursuing and achieving business objectives through realistic targets, KPIs and incentives. He is committed to the five age-old values that form the essence of Bata's company culture. The five key attributes are improving lives, being bold, serving with passion, exceeding customer expectations and 'count on me'.

Alberto Errico's journey, in African footwear, is entering an dynamic new phase and one to closely follow.

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