

# Bata Thailand Welcomes New Country Manager



: The international shoe manufacturer Bata welcomes Mr. Paolo Grassi to Thailand, where he will be taking over the role of Managing Director, Thailand. His appointment comes just in time for the celebration of Bata's 88-year anniversary of being present in Thailand and the release of the footwear manufacturer's newest collection.

Named the new Managing Director of Bata Thailand in August 2017, Mr. Paolo Grassi is coming to Thailand to promote both the company's global and local strategies. He has over 22 years' experience with Bata, of which he spent the last eleven years in Managing Director positions in Singapore, Italy and Malaysia. In these roles, he oversaw the countries' retail networks, the franchising and wholesale operations, and streamlined team structures and business processes. "I am thrilled about the chance to work with Bata Thailand to further develop the brand and its perception here in the country. It will be an exciting journey in this ever-changing and fast-moving consumer and retail environment. Thanks to my strong, experienced team, I am confident we will be able to achieve our goals and boost our market share," explains Paolo Grassi.

At Bata Thailand, Mr. Grassi is working on realizing the company's vision of being the leading international fashion retailer in Thailand by providing high-quality, stylish and comfortable shoes at a surprisingly affordable price at the 251 Bata stores and 25 FOOTIN stores countrywide. With Thailand's fashion-conscious consumer base and a flourishing tourism sector, he sees a lot of potential for growth and expansion in Thailand and aims to increase the market share to 4% from the current 3,7% by 2020. To gain the necessary exposure and achieve this goal, Mr. Grassi will lead Bata in building partnerships with popular local retail destinations and establishing collaborations with respected personalities as brand ambassadors.

"At Bata, we are looking forward to working more closely with our local retail partners to better distribute our products in the Thai market. People here have a strong fashion sense and are always on the lookout for a new look at a good price. This is why we think we can surpass our excellent performance of 2016 and achieve 110% growth in the second half of 2017 all while further improving profitability. With Bata's hip style, frequently released new collections and focus on high-quality products, I am sure we can become the country's top international footwear retailer," says Paolo Grassi.

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About Bata Group:

Founded in 1894, The Bata Shoe Organization is one of the world's leading manufacturers and retailers of quality footwear. With over 30,000 employees, 24 production facilities, 5,000 international retail stores, and a presence in over 70 countries.

About Paolo Grassi:

Bata Thailand's new Managing Director, Mr. Paolo Grassi has been with the company for over 22

years. He has eleven years of experience in the role of Managing Director, which he has previously held in Singapore, Italy and Malaysia. Previously he held senior leadership positions in marketing and merchandising management, giving him a strong base in these two important disciplines. Mr. Grassi has a Bachelor of Business Administration with a focus on Economics from Università Ca' Foscari in Venice, Italy.