

# The youngest board of directors - Introducing Bata's Youth Board of Directors

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The world's leading footwear brand, Bata, kicked off their youngest "board of directors" meeting this July. The youth board aged between 8 and 16 years of age meet in various regions (Durban, Cape Town and Johannesburg) for their inaugural meeting. Lead by qualified facilitator, CEO and founder of Dreambuilders Patrick Coetzee the board members were kept well entertained and engaged. The day was fun packed for these youth and allowed the Bata marketing team to understand some insights, trends from these youth. They were also given an opportunity to conceptualise key elements for the brand. The day was also clearly monitored by child educational psychologist Steven Mack.



*BATA kicked off their youngest "board of directors" meeting on Wednesday 3rd July in Durban with directors Charlain Adia Anthony, Sashin Cash Naidoo, Kyla Alexia Irusan, Keagan Bryce Stops, Madison Ellen Miles, Deanté Swart and Nolwandle Sibusisekile Mbeje. These board members are the definition of trendsetters pictured with Benson Okumu Financial Director and Swastika Juggernath Marketing Manager.*

The 21 school going youth, from the three identified regions of Cape Town, Durban and Johannesburg were selected, from numerous applications for their eye for design and out-of-the-box thinking. Each board member is a trailblazing trendsetter, who brings to the table, a signature style of swagger.

"BATA has welcomed our young and fresh Youth 'Board' of Directors to the team and through their market insight and novel perspectives, we look forward to delivering a vibrant and creative 'youth-appeal' to all young South Africans" comments Swastika Juggernath, Marketing Manager, Bata South Africa.



BATA welcomed their young and fresh Youth 'Board' of Directors to the team in Cape Town on 4th July. They will be delivering a vibrant and creative 'youth-appeal' with their signature styles of swagger. Pictured are directors Gemma Holland, Moggamad Mika-eel Mohamed, Wayne Van der schyff, Zahrah Bailey, Mia Maria Kretschmer and Tiago Teles pictured with Swastika Juggernath Marketing Manager.

The youngest 'board' of directors in Africa, have been chosen to ride the *board*, and be a part of a journey to redefine and reinvent the future of global footwear.

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