

Customs formalities still exist in the EC. Customs formalities used to be a burden, even within the EC, but with the changes in 1992 they are slowly being reduced.

Trade fairs are useful marketing tools. In Europe, it is important to be present at industrial fairs both for client contacts and market research. One marketing tool used by Bata for industrial shoes is organizing 'training days' on security matters in the factory.

Governments have an important role in the business arena. Bata puts a lot of effort into maintaining excellent relations with government departments and European organizations on safety wear.