



NADACE TOMÁŠE BATA VÝROČNÍ ZPRÁVA
THOMAS BATA FOUNDATION ANNUAL REPORT

2008

TBF Annual Report 2008

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Administrative board od Thomas Bata Foundation

Monica Pignal Bata	Chairperson of the Administrative Board of the Thomas Bata Foundation
Jiri Filipek	The Thomas Bata Business Academy and Further Education College of Economics, Zlin
Michal Jansky	General Director of Bata, a.s.
Karel Jezik	Personnal Manager Barum Continental, spol. s r.o., Otrokovice
Stanislav Knotek	Lawyer
Irena Ondrova	Mayor of Zlin
Pavel Telicka	Entrepreneur; BXL Consulting

Supervisory Board of the Thomas Bata Foundation

Miroslav Hovorak	Director of the B.F.P., Lesy a statky Tomase Bati Chairperson of the Supervisory Board
Stanislav Machovec	Executive Director of Finance Barum Continental, spol. s r.o. Otrokovice
Jiri Genza	Entrepreneur

Thomas Bata Foundation Team

Pavel Velek	Executive Director
Jana Benkova	Accountant
Lucie Slovakova	Assistant

Review of Activities of the Thomas Bata Foundation

Educational Activities

1. Computer courses for the public

Among regular educational activities of the Foundation rank regular courses of PC skills for housewives and the general public. The participants attended the course once a week for 2 lessons; during a total of 12 lessons they learned to work with a computer, how to use the Windows, Word and Excel software as well as the Internet and electronic mail. Depending on the skills and needs of candidates the Foundation offered two types of courses; beginner and advanced courses. Citizens were informed about the holding of the courses through advertisements in the local magazine "Magazín města Zlína" and on the websites of the Tomas Bata Foundation.

Date: all year round

2. Cycle of lectures:

In response to permanent interest of the public in lectures on research in Egypt, the Foundation continued in organizing a cycle of lectures with the support and cooperation of the company Renomix.

Anthropological and medical research of certain Ancient Egyptian personalities

A lecture given by the prominent emeritus professor Prof. MUDr. Eugen Strouhal, a participant in 29 Egyptian expeditions, on research of individual mummies of well-known Ancient Egyptian kings, princesses and priests with assessment of their health condition and other anthropological issues of interest. The lecture was attended by 90 persons. /full capacity/

Date: 27 February 2008

Mistresses, wives and goddesses of the Ancient Egypt

Another of the cycle of lectures on Egypt was devoted to stories and fates of wives, mistresses and goddesses of the Ancient Egypt. The lecturers this time were the Egyptologist Břetislav Vachala and the civil engineer and Egyptologist Michael Balík. The interesting narration was complemented with a number of yet unpublished pictures.

Date: 26 March 2008

Islam in Egypt - Cairo of Muslims

Following a request of regular attendees of lectures a topic dealing with the Islamic religion and the Koran was selected. Protagonists of these lectures are the already mentioned Egyptologists Ing. Michael Balík and Břetislav Vachala. Dr. Vachala acquainted the participants with differences between the Koran and the Bible and noted certain specifics of the Islamic religious belief, which

have been affecting life worldwide /jihad/. Ing. Balík presented pictures of Cairo mosques and pointed out their religious and civil use and peculiarities.

Date: 9 December 2008

3. "A manager on trial" nationwide contest for potential managers

Based on a proposal of the Foundation, in cooperation with JA and with support of the company HP, the Foundation organized the 1st pilot year of the competition in microeconomic simulation "A manager on a trial" for students of all colleges and universities in the Czech Republic, which offer study programmes focusing on economy, marketing, banking or business.

The aim of the Foundation was to offer to students of colleges and universities an opportunity to try in practice acting in the real business or manufacturing environment.

65 two-member teams applied for the contest. The contest was held by electronic means via the Internet in English and using the Titan software.

The contest focused on strategic management, manufacture and sale of products and orientation in the competitive environment. The contestants work in teams of two and each team represented one company. The Titan software simulated competitive environment on the market with a fictitious product. The task of the contestants was to achieve bigger profit than the competition and increase the price of shares of own enterprise by means of regulation of production, suitable price policy, effective marketing, capital investments and flexible managerial decisions responding to development on the market. In the correspondence part the competitors had to respond to information about situation in the business and reports on the position of own business. The seven initial rounds and semi-finals were held between 13 December 2007 and 3 March 2008. 8 best teams from the semi-finals qualified for the finals. The finals were held on 19 March 2008 on the premises of the main sponsor, the company HP in Prague. The main prize for winners were notebooks by HP, the second prize were laser printers HP and the third prize were smartphones.

Date: 13 December 2007 - 19 March 2008

4. Etiquette and dining manners for future managers or a manager in sandals is a disgrace

The pilot evening started the Foundation's new project intended for students of the Tomas Bata University, which focuses on etiquette and dining manners. A 3-episode series lasting 3 hours was prepared having the following topics: Etiquette, gastronomy and dining manners and final practical evening with a buffet dinner, where the students had an opportunity to verify their acquired knowledge. The courses were supervised by an experienced pedagogue in gastronomy and hotel business and practitioner Mgr. Divoký and the Managing Director of the Foundation. During the practical training visual presentation of principles of good manners in society and during dining was used. Emphasis was laid also on practical exercise of individual social acts. We've verified on this pilot project that students are interested in this issue.

Following the spring, pilot project of etiquette, which proved viability of the idea, a second course was started. The interest of students of the Tomas Bata University, whom the course in intended for, was great and the capacity of 20 participants was filled in a few days. The third round of the course was started

in November and ended before Christmas. The participants received a certificate on successful passing the course. During promotion of the courses at the Tomas Bata University the Foundation cooperated with the Student Union and the University management.

Date: all year round

5. Zlín of the Bata era - student competition

In cooperation with the grammar school "Gymnázium Lesní čtvrť" in Zlín the fourth year of the knowledge competition of students of this grammar school was held within the premises of the Foundation. The questions focuses on personalities of the Bata management, the building of Zlín, historical moments in the development of the Bata works and architecture. Responses were awarded one, two and three points depending on the level of their difficulty. A number of questions were accompanied by a picture for better illustration. The competition had two-member teams, two rounds and two age categories. Prizes to winners were donated by the Foundation and management of the grammar school.

Date: 1 April 2008

6. Award of the Prize of the Thomas Bata Foundation for the best diploma thesis prepared in English

The eighth year of the Prize of the Thomas Bata Foundation was officially announced on the premises of the Thomas Bata University in Zlín in November 2007. The objective of the prize is to motivate students and pedagogues to use the English language and thus promote bilingualism of the University. This year 6 diploma theses from 3 faculties have been nominated for the Prize of the Thomas Bata Foundation. Two theses from each of the following faculties of the Tomas Bata University were nominated – Faculty of Management of Economics (FMaE), Faculty of Technology (FT) and Faculty of Applied Informatics (FAI). A representative of the Foundation was always present at the defence in order to assess the quality of the contents of the diploma theses and of course also the knowledge of the English language. Out of the 6 nominated theses a thesis of the student of FAI of TBU, department of information technology, Bc. Zdeněk Drbálek, was recommended by the committee for the Prize of the Thomas Bata Foundation, and has the following name: Developing components for distributed search engine ObjectSpot.

The ceremony of award of the Prize of the Thomas Bata Foundation was held on the occasion of the graduation ceremony of the Faculty of Applied Informatics. The Prize was awarded by the Managing Director of the Foundation, Ing. Pavel Velev. The Prize comprised a glass plaque and a two-week stay with the company Bata. The Foundation subsequently organized the two-week stay of the winner. Following consultations with Mrs. Monica Pignal and the President of BSO, Thomas G. Bata, it was decided to send the winner to India. Ing. Drbálek spent 1 week in the Bangalore IT Centre and in the Bata company and the second week he spent in New Delhi. During his stay he visited Bata companies, Bata stores and had an opportunity to work with managers of Bata India. The other part of his stay was devoted to sightseeing in India. Information and experience from the stay were published

in the University press Universalia. Ing. Drbálek evaluated his stay in India very positively.

Date: July/September 08

7. International sculpture symposium Wood 2008 („Dřevo 2008“)

This year's 10th year of the sculpture symposium had a new promotion. We sent invitations to 35 art colleges in Europe, in which the idea of the symposium was outlined, and which was motivated by opening of European borders /Shengen/. The aim was to get the participants to create a sculpture, which would represent the idea of the mentioned opening of borders and at the same time contain traditional elements of the region of the sculptor's origin. We invited the Zlín branch of the Rotary Club to be a partner of the symposium, through which we addressed local Rotary Clubs in towns, in which the addressed colleges are located, with a request for cooperation in securing participation of students, as well as the town of Zlín. Unfortunately, the response from addressed colleges was very low and so it was decided to organize a Czech and Slovak symposium.

This year 7 students from the Czech and Slovak Republics participated. The Foundation fully arranged participation of the students, accommodation, cooperation, deliveries and selection of material, sponsor aid, promotion, organization of opening of the exhibition etc. After agreement with the town of Zlín a subsidy in the amount of 10 thousand CZK was obtained as a reward for the most interesting sculptures, which were awarded by the Lord Mayor of Zlín. The main prize went to the sculpture called Crowbar („Sochor“) created by the student of the art college in Bratislava (VŠVU), Martin Rusina. The second prize went to the sculpture „Cacti“ by Tomáš Vacek from the Thomas Bata University in Zlín, Faculty of Multimedia Communications. The third prize went to the sculpture "Opened dialogue" by Marek Halasz from the art college in Banská Bystrica (FAVU AVU). The first two awarded sculptures will become a part of a selected park or other area within the town of Zlín. The main sponsors of the symposium were B.F.P. Lesy a statky, Husqvarna, Pozimos, Švehlák půjčovna nářadí and Rotary Club Zlín. The event was very well promoted both in press and TV. Opening of the exhibition was held on 2 July at 7 p.m. in the presence of the Lord Mayor, Mrs. Ondrová, the president and members of the Zlín Rotary Club and other guests. The new sculptures are located in the Bata villa garden. Also a catalogue was published on the symposium.

Date: 23 June – 3 July 2008

8. Screening of student films I

Based on long-term cooperation the Foundation organized together with the Film School Zlín the screening of student films. The projected films were short, animated or feature films shot by students of the above school during the past school year. The Foundations' objective of holding similar displays of selected films is to show the activity of young promising filmmakers and to give the public opportunity to see their work. And last but not least, this is popularization of the Bata filmmaking tradition. There was big interest in the screening.

Date: 4 March 2008

9. Screening of student films II

The Foundation was the initiator of the second sequence of the screening of student films, this time produced by students of the Faculty of Multimedia Communications of the Tomas Bata University. In the first part short, animated or feature films shot by students of the University as part of their study in 2007/08 were presented. In the second part the audience could see a graduate's feature film by Tomáš Hubáček "Return to the red town", which is a fictitious view of the young artist of Zlín of the 1960s. The story with detective plot points out the downfall of the originally world-wide company caused by World War II and Communist regime.

Date: 4 March 2008

10. Conference of T-machinery in Ratiškovice

The conference was held on the occasion of the 75th anniversary of foundation of the mine Tomáš in Ratiškovice and was attended by the Managing Director of the Foundation on behalf of Mr. Tomas Bata. The conference was organized by the company T-machinery, which produces mining technology, as the successor of the mine Tomáš purchased by the Bata company in 1933. The Managing Director of the Foundation was asked to give the opening speech and at the same time was authorized by Mr. Tomas Bata to read his greeting to the present persons. The presence of a representative of the Foundation and the greeting were received very positively by the 300-member team of the company. Being asked by Ing. Gajdík, the Managing Director of the Foundation presented awards to the best workers of the company. Management of T-machinery and its employees esteem highly the Bata tradition; the company was founded on the Bata tradition and follows up the original Bata heritage.

Date: 27 June 2008

11. 76th Anniversary of the tragic death of Tomas Bata

Among the most important moments of work of the Foundation is to commemorate the date of tragic death of the founder of the company, Tomas Bata. The Foundation organized a tribute to the memory of Tomas Bata held by his statue located in the premises of the Thomas Bata University, FaME. The Foundation was represented by its Managing Director, Pavel Velev. Other important persons present were the governor of the Zlín Region, the Lord Mayor of Zlín and the Vice-Chancellor of the Thomas Bata University. Representatives of the media were also invited by the Foundation to cover the event, where flowers were laid.

The second part of the ceremony was held near the memorial marking the plane crash, today's industrial estate of Toma a.s. in Otrokovice, where flowers were also laid.

Date: 12 July 2008

12. Conference "Man and Society"

Participation of the Foundation in the project "Education by setting an example" was supported also by the speech of the Managing Director of the Foundation at a public hearing in the Senate of the Parliament of the Czech Republic. On invitation of the Senate and the main organizer of the project, Mr. Palatajko, the Managing Director of the Foundation presented a lecture with the topic "Legacy of Tomas Bata for the society". The aim of the conference was to acquaint the present departmental managers of the Ministry of Education, Youth and Sports, headmasters, directors of educational institutions and other workers in education with the project "Education by setting an example", which was joined by the Foundation. One part of the project focuses on acquainting pupils and students with the personality of Tomas Bata and his business undertaking. The lecture on Tomas Bata pointed out one of the big examples, which should be followed by the coming generation.

Date: 4 November 2008

13. Announcement of the Thomas Bata Prize for the best diploma thesis

The Foundation announced the VIIIth year of the Thomas Bata Prize for the best diploma thesis written and defended in the English language for students for the Master's degree at the Tomas Bata University. The rector of the Tomas Bata University was asked by a letter to announce the conditions for the award of the Prize at TBU.

Date: 22 November 2008

14. Lectures and guided tours

The all-year round and regular activities of the Foundation include also lectures about the founder of the company, Tomas Bata, tours around the villa, screening of original Bata advertisements, meeting and informing journalists and other interested persons about the successful history of the company, philosophy of Tomas Bata and many others.

During 2008 the Managing Director of the Foundation gave in total 11 lectures for approximately 450 listeners.

In 2008, during 21 guided tours around the villa, approximately 500 people saw the Thomas Bata Villa and heard the lectures on the history of the company and the villa. We consider the lectures and tours around the villa as a very important activity of the Foundation not only in terms of presentation of the work of the Foundation, but also in terms of promotion of the Bata company.

The interest in the life and business philosophy of Tomas Bata is considerable and during each lecture and tour round the villa we establish from reactions of visitors how up-to-date his ideas and approach to business are.

Cultural Activities

15. Concert of young talents

In 2008 the Foundation continued in organizing concerts of young promising musicians. This was the third performance in a row. The performing musicians were Jan Rybka 19, Jan Maceček 16 and Vendula Zachovalová 17. All of them are violin players, participants in the violin academy of Václav Hudeček, which is annually held in Luhačovice, and to the holding of which the Foundation has been contributing. The piano accompaniment was provided by teaches from the Janacek Academy of Beaux Arts (JAMU) in Brno, Mr. and Mrs. Pančocha.

Date: 23 January 2008

16. Concert organized by the Foundation and FLY United

In the year of the 10th anniversary of establishing the Thomas Bata Foundation and 15th anniversary of establishing of the company FLY United the idea occurred to organize a joint concert for guests and fans of the Foundation and clients of FLY United. The concert programme consisted in the performance of a chamber orchestra conducted by a young conductor, Jan Štilc. FLY United donated valuable prizes for the draw; the entrance tickets were drawn after the concert.

Date: 23 October 2008

17. Christmas concert in the Bata Villa

The Foundation prepared a Christmas concert of Zuzana Lapčíková and the male quartet Q-VOX for the public. This concert was special by the non-traditional presentation of Wallachian songs and carols. The combination of the male singing quartet with dulcimer and female voice resulted in a unique project, which created, together with the Christmas decoration of the villa, a unique Christmas mood.

Date: 8 December 2008

18. Concert of Schulhoffov Quartet

On 9 May the listeners of serious music had a rare opportunity in Zlín. On invitation of the Foundation a quartet composed of members of the Vienna philharmonic orchestra performed in the Thomas Bata villa. Works of world-famous composers such as Leoš Janáček, Wolfgang Amadeus Mozart and Antonín Dvořák were played.

Date: 9 May 2008

Other Activities

19. 132nd anniversary of the birth of Thomas Bata

To commemorate Thomas Bata, the founder of the biggest shoe-making company, and his wife, the Foundation arranged a meeting to lay flowers at his grave in Lesní Hřbitov cemetery. It was attended by the governor of the Zlín regional council, representatives of the Zlín council, rector of TBU, the Bata school graduates club and journalists.

Date: 3 April 2008

20. 1st May celebrations at the Thomas Bata Foundation

This year's May 1st celebration was marked by the 10th anniversary of establishing the Thomas Bata Foundation. The villa was opened to the public and pictures from the most important events organized by the Foundation in the past 10 years were installed in the lobby. The traditional May 1st celebration, as was started in 1923 by Tomas Bata, represents for the Foundation a day, on which it commemorates its establishing as well as opening the newly reconstructed Thomas Bata Villa.

Thousands of visitors saw an entertaining cultural programme for adults and children in the villa garden. A part of the programme was also the appearance of majorettes with the Wind orchestra of the youth (Dechový orchestr mladých), the folk group Poutníci and folklore groups. Other appearances included the aerobic group Zdena or the fierce fights of knights from the group of historic fencing Sigurd. A number of games and competitions for prizes were prepared for children. The celebration provides the opportunity of meeting of important people from the business, political and social spheres and of very good promotion of the Thomas Bata Foundation and the Bata brand.

The founder of the Foundation, Mr. Tomas Bata with his daughter Monica were also present at the celebration, as well the governor of the Zlín Region, Libor Lukáš, and the Lord Mayor of the town of Zlín, Irena Ondrová. The company Bata contributed significantly to organizing the celebration.

Date: 1 May 2008

21. Memory of TJB

Remembrance to Tomas J. Bata

The unexpected death of Mr. Tomas J. Bata on 1 September 2008 in Toronto raised a wave of emotions in many people in Zlín and throughout the Czech Republic. The funeral took place in the Canadian Toronto, which only a few closest colleagues and friends had an opportunity to attend. The others, who came into contact with and cherished Mr. Bata, regarded as obvious to say a dignified good bye also in his native town Zlín.

In cooperation between the Thomas Bata Foundation, the Tomas Bata University, the company Bata, the Zlín Region, the Town of Zlín and the Thomas Bata Regional Hospital a project called "Remembrance to Tomas J. Bata" was born. A day before the 94th birthday of Mr. Bata his family and other 400 important guests from the Czech Republic and abroad met to

remember this great personality in the assembly hall of the new University Centre of TBU. The event was moderated by Marek Eben and friends of Mr. Bata gave their personal remembrances to the sound of his favourite cimbaló music Hradišťan. Throughout the ceremony pictures from his family and professional life were screened at the background. The ceremony left a deep impression on the attendants.

Date: 16 September 2008

22. Africa days in Zlín

The idea behind the festival was to present to the public the African continent, its culture, nature beauties, but also problems, from different angles. as well as to note that the company Bata still has its stores and factories here and is aware of the social aspect of its presence.

The programme focused on all layers of the population from children through students to adults.

The opening ceremony was held on Tuesday 14 September in the villa in the presence of the Lord Mayor and representatives of the Society of Friends of Africa. It was followed by a lecture given by RNDr. Mrázek about Nigeria with the name of "The Black Giant of Africa". In the afternoon, still before the opening, a lecture at the Thomas Bata University was held with the name "How to conduct business with Africa", which was given by Ing. Tesař, the chairman of the Society of Friends of Africa from Brno.

15. On 15 September courses of playing the African drums were held under the supervisions of a native African from Mali. The public had an opportunity to have their hair plaited into typical African plaits or buy an amulet or musical instrument at an African market. In the evening a fantastic concert of African drummers, the group Barakaba, was given.

16. On 16 September the former ambassador of the Czech Republic to Ghana, PhDr. Klíma, gave a lecture "Ghana, the country of smiles".

During both the days, 16 and 17 September, both in the morning and afternoon hours, the villa was full of children from elementary schools, who, under the supervision of instructors from the Náprstek Museum in Prague, created African masques, printed textiles with African symbols, while learning about their magic power and significance.

Throughout the week an exhibition of pictures and artefacts from Ghana was presented in the villa, which were borrowed by Ing. Kubina, who worked 14 years in Africa. In this way we established a new tradition of presenting different continents or countries.

Date: 14 - 17 October 2008

23. Decorating a Christmas Tree

As in the past years, we invited pupils of the 4th elementary school of J.Komensky in Zlín, specializing in arts and crafts, to the traditional decoration of the Christmas tree in front of the Tomas Bata villa. The girls created inventive decorations, which were used for decoration of the prepared Christmas tree.

Date: 8 December 2008

24. Zlín in Pictures (Zlín ve fotografii), new publication

In cooperation with the printing works Esprint, the graphical studio Nováček and PhDr. Pokluda, a publication containing 250 big-format pictures of the old Zlín was published. The Thomas Bata Foundation is one of the publishers. In connection with launching of the publication on the market and its promotion, the Foundation organized a meeting with journalists and the media. The book will be published also in English version.

Date: 10 December 2008

25. Christmas event for children (twice)

As every year the Foundation put on a Christmas show for children from Zlín nursery schools and first year junior school pupils. Almost 210 children were in the audience. The performance was given by pupils of the Art School, Zlín. All the children in attendance received a small Christmas gift from the Foundation.

Date: 15 December 2008

List of Grants Provided by the Foundation in 2008

Literary May 2008

Ing. Eva Šviráková – Faculty of Multimedia Communications, Tomas Bata University

The Administrative Board approved the award of a grant in the amount of

CZK 30,000.00 with all its votes.

V. Nový zlínský salon (Vth New Zlin Salon) – exhibition of contemporary Czech and Slovak art

Regional art gallery in Zlin

The Administrative Board approved the award of a grant in the amount of

CZK 50 000.00 with all its votes.

Summer violin courses organized by Václav Hudeček in Luhačovice

Academy of Václav Hudeček- Luhačovice 2008

The Administrative Board approved the award of a grant in the amount of

CZK 20 000.00 with all its votes.

PRVák

ADRA o.s., branch in Zlín, Vendula Macháčková

The Administrative Board approved the award of a grant in the amount of

CZK 35,000.00 with all its votes.

List of Contributions Granted from FIF in 2008

Development of the method of rapid detection of Bordetella (pertussis) strain for use in clinical microbiology

Institute of Chemical Technology (ICT), Prague, Faculty of Food and Biochemical Technology, Ing. Anette Tizolová

The Administrative Board approved the award of a grant in the amount of CZK 88,000.00 with all its votes.

Transport of biologically active substances from plants to milk

TBU Zlín – Faculty of Technology, Department of Food Technology and Microbiology, Ing. Markéta Šípalová

The Administrative Board approved the award of a grant in the amount of CZK 50,000.00 with all its votes.

Study of the condition of cell membranes and chromatin of boar's sperms after cryoconservation.

Masaryk University Brno, Faculty of Sciences, Mgr. Soňa Martenčíková

The Administrative Board approved the award of a grant in the amount of CZK 50,000.00 with all its votes.

Antimicrobial agent for shoe treatment

TBU Zlín – Faculty of Technology, Ing. Pavlína Vltavská

The Administrative Board approved the award of a grant in the amount of CZK 100,000.00 with all its votes.

Contacts

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Id. No. (ICO):	658 22 374

Zlin, May 2, 2009

Approved by: **Monica Pignal - Bata**
Chairperson of the Administrative Board of the Thomas Bata Foundation

Elaborated by: **Ing. Pavel Velev**
Executive Manager of the Thomas Bata Foundation