

Malawi: Bata Shoe Company turns 115

 By [Gregory Gondwe](#)

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The Bata Shoe Company is celebrating its over 115 year survival in the business of making footwear by refurbishing its 32 shops across Malawi - a venture that will cost K50 million.

The company's board chair Prosper Mbachi observed during the opening of the first refurbished shop in Lilongwe that business cannot succeed without an enabling environment.

"Our mission has always been to provide quality affordable footwear in the last 115 years that has been recognised worldwide," he said.

The company, which also manufactures shoe polish, socks and travelling bags among others, has reduced the prices of all its products by 25%.

At the Lilongwe event, deputy industry and trade minister Steven Kamwendo said government believes that the Bata Shoe company will help the country achieve its vision to move from being an importing and consuming nation to a manufacturing and exporting one.

"Expansion and modernisation often times benefit the local people through the provision of diverse internal goods and more job opportunities," Kamwendo said.

ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on gregorygondwe@gmail.com. Follow him on Twitter at @Kalipochi.

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